

V O G U E



Benito

EARLY AUTUMN FASHIONS AND FASHIONS FOR CHILDREN

AUGUST 16 • 1930 PUBLISHED EVERY OTHER THURSDAY ©THE CONDÉ NAST PUBLICATIONS INC. **PRICE 35 CENTS**



THEY ACQUIRED AVOCADOES

♦♦♦ AND COOLER SMOKE

Fortunate, these people of means and mode . . . their tastes keenly keyed to detect each new enjoyment. It is these people who first detected the utterly unique offering brought into their circle by Spud . . . who sensed at once that cooler smoke meant a new, heightened tobacco enjoyment . . . that cooler smoke would lift the old restraint on their tobacco appetite. And so, these people instinctively accept Spud and 16% cooler smoke as today's modern freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Axton-Fisher Tobacco Co., Incorporated, Louisville, Kentucky.

MENTHOL-COOLED

SPUD CIGARETTES



TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

CLOCKS

*A Large Selection
Within a Wide Range of Price*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

The natural essence of fragrant English flowers
 ...blended and sealed in London... available only in the original bottles...
 two hundred to twenty-five dollars



In London

Harrods
 Asprey, Bond Street
 Prichard & Constance
 (King's Chemists)
 Perkins & Co.
 (Prince of Wales' Chemists)

ENGLISH ROSES: Fresh, dewy rose . . . sports..

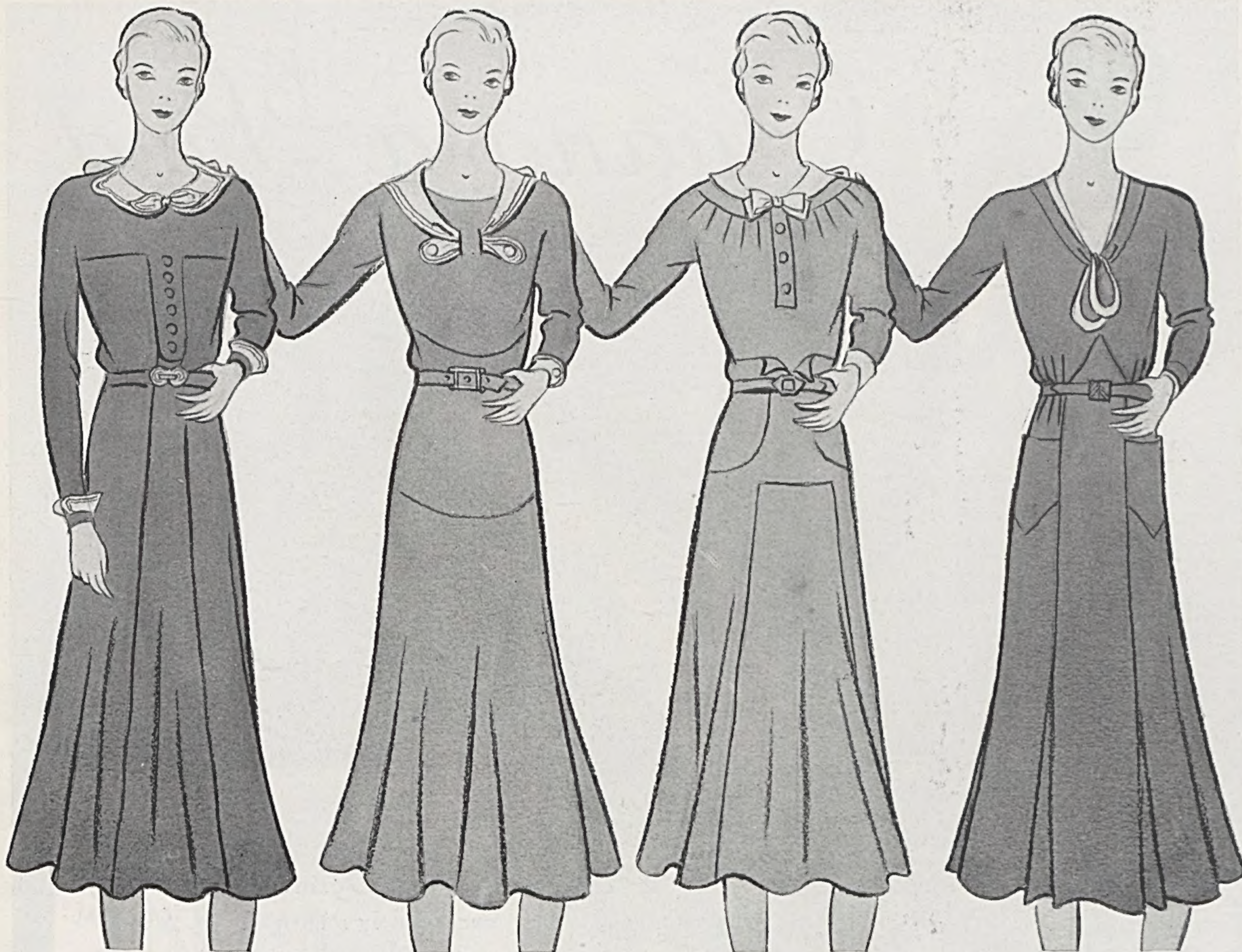
BEAU GESTE: Suavely sophisticated bouquet
 . . . formal wear and furs.

*Introductory size,
 ten dollars*

No. 29: Light bouquet, smartly subtle
 . . . informal.

C. W. DAVENPORT, *Importer*, 366 Fifth Avenue, New York

MOLINELLE
London



MODEL 680
Wool jersey 16.75

MODEL 681
Wool jersey 16.75

MODEL 682
Wool jersey 16.75

MODEL 683
Canton crêpe 19.50

The Sub-Deb Goes Away To School

*with her trunk full of smart little
frocks from Best's!*

This sextette of Carol Fae successes combines the practical and chic, and has just that dash of sophistication which the sub-deb adores. Sizes 11 to 17.

COLORS

Models 680, 681, and 685 come in vagabond green, oak brown, and independence blue. Model 682 in the same brown or green, and also in bacchante wine. Model 683 in green, brown or blue. Model 684 in green, brown, or rosita.

Our representatives hold sales exhibits of Best fashions in most of the larger cities east of the Mississippi. We shall be glad to send name of city nearest you with date and place of showing.

MAIL ORDERS FILLED

Best & Co.

FIFTH AVENUE, N. Y.



MODEL 684
Marita wool 25.00



MODEL 685
Wool jersey 16.75

Quand à Pied



Each Delman creation is a thoroughbred—authentically forecasting the mode. And each, entirely made by hand, is an achievement in charm.



NORMA, the one-eyelet tie illustrated, brings a note of sophisticated simplicity to the street ensemble. Developed in black, brown, green, wine or blue suède, combined with blending patent leather or calf at \$22.50. Other models from \$16.50.

DELMAN SWAYS THE MODE

Delman Shoe Salon

558 MADISON AVENUE NEW YORK

WASHINGTON

SOUTHAMPTON

PALM BEACH

MIAMI BEACH

BOSTON, L. P. Hollander Co.

ATLANTA, J. P. Allen & Co.

CHICAGO, The Blackstone Shop

ST. LOUIS, Famous-Barr Co.

PHILADELPHIA, Bonwit Teller

CINCINNATI, The Smith-Kasson Co.

MINNEAPOLIS, Napier's Booterie

OMAHA, Napier's Booterie

SAN FRANCISCO, Ransohoffs

LOS ANGELES, Bullock's-Wilshire

HALF THE FUN OF GOING BACK TO SCHOOL IS GOING BACK WITH SMART NEW CLOTHES

For
Junior
Misses
and
Girls



Model 1—This Junior Miss's dress is of a smart, new travel crêpe (a silk and wool crêpe mixture) with detachable piqué silk collar and cuffs. Blue, brown, green or wine. Sizes 11 to 17 years. **29.50**

Model 2—Girl's new wool crêpe dress with eyelet embroidered detachable white linen collar, cuffs and frills. Navy blue, brown or wine. Sizes 6 to 12 years. **9.75**

Model 3—Girl's lightweight novelty tweed dress; a detachable white piqué collar. Brown, blue or green. Sizes 10 to 16 years. **12.75**

Model 4—A fine quality wool crêpe makes this smart Junior Miss's dress with the piqué silk collar and cuffs which are detachable. Blue, green, brown or wine. Sizes 11 to 17 years. **24.50**

Model 5—Girl's tweed coat in the new silhouette, with smart collar of Japanese coon fur. Red, blue, green or brown; with silk crêpe lining; warmly interlined. Sizes 8 to 14 years **39.50**

Model 5A—Matching tweed beret **3.95**

Model 6—Junior Miss's fine tweed coat with big raccoon fur collar, slim, fitted lines and silk crêpe lining; warmly interlined. Brown, green or blue. Sizes 13 to 17 years. **59.50**

Model 6A—Matching tweed beret **3.95**

INDIVIDUAL DRESS AND COAT SHOPS FOR JUNIOR MISSES AND GIRLS

Franklin Simon & Co.

A STORE OF INDIVIDUAL SHOPS
FIFTH AVENUE NEW YORK



THIS HALO OF McCALLUM
EXCLUSIVENESS . . . BUT THE
COST IS OH! SO MODERATE
\$1.25 TO \$6.00

McCallum Hosiery

"YOU JUST KNOW SHE WEARS THEM"

Displayed at all the better shops



GOLFLEX

Golflex beckons to a brilliant woolen season with a gesture of distinguished tailoring. A pin dot suit of Jonetta, an exclusive Golflex fabric, for milder autumn days . . . doffing the sleeveless cardigan, an interestingly patterned, long-sleeved dress to complement the winter furs . . . In winetone, winter brown, cricket green, navy and black with white dots, neck-binding and tab-facing . . . Created and distributed in the U. S. by Wilkin-Malito, Inc., 500 Seventh Ave., N. Y. C. and in Canada by Gould Samuel & Co., Montreal — Sold by all Golflex dealers \$39.50

MADOLON

*launches a
perfected
theme in
ensembling*



*and declares
for the correct
"TOUT COMPLET"*



A flash of inspiration...a stroke of genius ...and presto! Madelon —backed by the judgment of fifty eminent stylists —transforms the selection of a harmonious color-correct wardrobe from a nebulous dream to a thrilling reality. So now farewell to the endless search for harmonious wardrobes —and hail to the Madelon costume complete in colors and types that blend exquisitely. For Madelon has planned that the smart woman shall



Madelon

The perfect "tout complet" is exclusive with smart Madelon shops.



Albany, N. Y., COTRELL & LEONARD
 Anderson, Ind., G. W. GATES
 Asbury Park, N. J., STEINBACH COMPANY
 Baltimore, Md., O'NEILL & COMPANY
 Boston, Mass., CONRAD & CO., Inc.
 Brooklyn, N. Y.,
 FREDERICK LOESER & CO., Inc.
 Cincinnati, Ohio, THE MABLEY & CAREW CO.
 Columbus, Ohio,
 THE MOREHOUSE-MARTENS CO.
 Dallas, Texas, SANGER BROS., Inc.
 Davenport, Iowa,
 PETERSEN-HARNED-VON MAUR
 Denver, Colo.,
 THE A. T. LEWIS & SON D. G. CO.
 Des Moines, Iowa, YOUNKER BROTHERS, Inc.
 Detroit, Mich., CROWLEY, MILNER & CO.
 Flint, Mich., THE VOGUE
 Fort Worth, Texas, SANGER BROS., Inc.
 Grand Rapids, Mich., PAUL STEKETEE & SONS
 Harrisburg, Pa., BOWMAN & CO.
 Hartford, Conn.,
 SAGE-ALLEN & COMPANY, Inc.
 Huntington, W. Va.,
 THE ANDERSON-NEWCUMB COMPANY
 Indianapolis, Ind., THE WM. H. BLOCK CO.
 Johnstown, Pa., PENN TRAFFIC CO.
 Los Angeles, Cal.,
 BROADWAY DEPARTMENT STORE, Inc.
 New York City, RUSSEKS, FIFTH AVENUE, Inc.
 Peoria, Ill., BLOCK & KUHL CO.
 Pittsfield, Mass., ENGLAND BROS.
 Portsmouth, Ohio, ANDERSON BROS. CO.
 Rochester, N. Y., McCURDY AND COMPANY
 San Francisco, Cal., THE WHITE HOUSE
 Scranton, Pa., THE HEINZ STORE
 Sioux City, Iowa, T. S. MARTIN COMPANY
 South Bend, Ind., THE ELLSWORTH STORE
 Steubenville, Ohio, THE COOPER-KLINE CO.
 St. Louis, Mo., THOMAS W. GARLAND, Inc.
 St. Paul, Minn.,
 SCHUNEMANS AND MANNHEIMERS
 Toledo, Ohio, THE LAMSON BROS. CO.
 Tulsa, Okla., SEIDENBACH'S
 Utica, N. Y., DOYLE-KNOWER CO.
 Waco, Texas, SANGER BROS., Inc.
 Washington, D. C., FRANK R. JELLEFF, Inc.
 Wichita, Kansas, THE GEO. INNES CO.
 Worcester, Mass., J. C. MACINNES CO.

possess a perfectly synchronized wardrobe and to this end has developed a method of ensembling that is at once harmonious and correct. In the Madelon stores they will show you how easy it all is. Frocks, coats, hats, bags and shoes delectably co-ordinated ...a new perfection of costuming readily available to the fastidious moderne who needs but remember the name, Madelon.

MADELON PRICES ARE: Frocks and Gowns, \$39.50; Fall and Winter Coats, \$69.50 and \$95; Junior Frocks, \$19.50; Junior Fall and Winter Coats, \$39.50 and \$59.50; Hats, \$12.50; Junior Hats, \$7.50; Shoes, \$10 and \$12.50; Handbags, \$7.50; Hosiery, \$1.85 and \$1.50 a pair. Also a charming assortment of Madelon Underwear.

MADELON
 MODES

1441 BROADWAY • NEW YORK CITY



JAECKEL FURS

Our collection of fur and cloth coat fashions for Fall and

Winter 1931 is now assembled . . it is with pleasure that we

announce that not only are the fashions more varied and

the furs more luxurious than ever before but that owing to

very favorable conditions in the raw pelt market the prices

are lower than they have been for many seasons past.

JAECKEL FURS ARE OBTAINABLE IN
CHICAGO AT THE STANLEY KORSHAK
BLACKSTONE SHOP EXCLUSIVELY

H. JAECKEL & SONS

FIFTH AVENUE at 45th STREET

I. MILLER beautiful shoes



These two new I. Miller Creations doubly
declare the fashion importance of

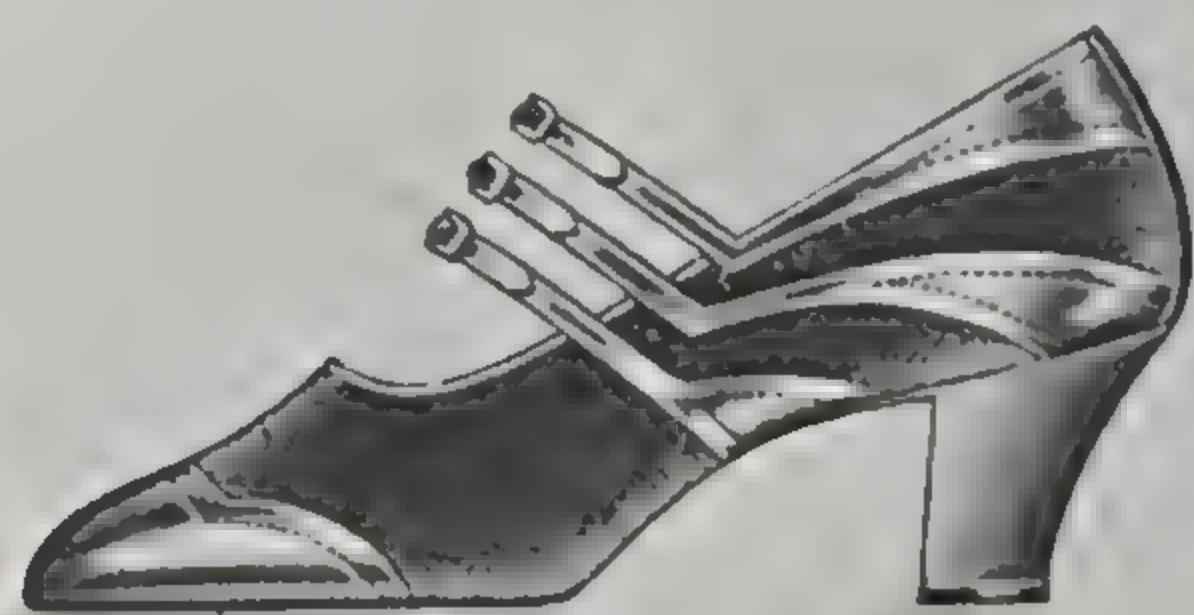
SUEDE

In arraying these newly-ideaed slippers in suave *Velvetta* Suede,
I. Miller emphasizes his prediction that Suede will be the
all-important fashion material for Fall. . . .

Fantan (above) is irresistible in black or in brown *Velvetta* Suede
with a fan-shaped insert of contrasting *Java Lizard*.

Tribarre (below) proves how attractive the lower heel
can be when Suede adopts Calfskin for its trim-
ming; (black or brown *Velvetta* Suede
with Calfskin to correspond).

Bags in *Velvetta* Suede to com-
plement the slippers.



SHOPS AND AGENCIES IN PRINCIPAL CITIES

HIGH HEELS OR LOW—

Daniel Green's Little Slippers

go in Strong for College

HIGH HEELS or low...you'd be amazed at the way our little slippers acquire a high-hat education. Every autumn, off they go, brightly registering at Vassar, Sweet Briar...wherever superior young persons seek learning!

It all starts this way. Mothers buy them for girls too young to do their own choosing. When these girls begin to have clothes thoughts of their own, they simply can't endure anything less than Daniel Green quality.

Besides, Daniel Green shows such glorious wisdom in colors and fabrics and

cuts. Suppose your lounging ensemble calls for the formality of satin and gilt kid, the dull lustre of crepe de chine glorified by a bit of a bow, or something casual in brilliant kid. You'll always find the most bewitching styles with Daniel Green's name on the sole.

Boys bound for college invariably choose a pair of Daniel Greens too, in the grand old Comfy cut or the new ones with hard soles.

Daniel Green slippers for men, women, and children are sold in all fine shops. Prices range from \$2.50 to \$10 a pair.

DANIEL GREEN *LEISURE* FOOTWEAR



WHAT A GIRL KNOWS about dormitory fashions usually includes one of these man-tailored flannel robes. This one wisely wears a dark purple monogram to match its Daniel Green D'Orsay in purple kid—From Joseph Horne, Pittsburgh.



THE THRILLING THREE, above, are Harlequin in crepe, the kid Monte Carlo with bright cross-straps, the Bridge with a satin bow. Few girls with hearts for gaiety can resist these little pajama slippers in pastel or vibrant colors.



If you don't see our name on the sole, they're not Daniel Green slippers.

SWEET OR DASHING...choose one of these precious pajama ensembles. Left is a nautical blue and white crepe worn with our blue kid D'Orsays.

The retiring lady (center) likes crepe for trousers and a coat with Directoire capes. Her blouse matches her coral satin Comfys.

Blondes prefer this sunny print (shown right)...prefer it worn with Daniel Green's backstrap mule in moire and gold kid.—All from Marshall Field & Company, Chicago.

THE SEASON LEADS OFF WITH WOOL



FROCK AND ACCESSORIES BY
COURTESY OF JAMES MCCREERY & CO.

A tiny cravat pattern of pin dots in the fine wool crepe loomed by Botany starts this gay little frock on its career. The silhouette is so naively youthful, the shoulder cape so softly feminine that fall would be just another fall without this smart town model in the wardrobe.

"Fabric by Botany" assures the garment's style.

BOTANY
TWO HUNDRED · FIFTH AVENUE



left to right

Canton crêpe after Vionnet—Felt hat after Alphonsine

Canton crêpe after Lanvin—Vis à vis hat after Patou

Flat crêpe after Vionnet—Felt hat after Agnes

below—left to right

Canton crêpe afternoon dress inspired by Lucile Paray

Canton crêpe after Chanel—Felt hat inspired by Alphonsine

A sixth dress, not illustrated, is a satin evening gown after Lucile Paray

THE DÉJÀ GIRL GOES TO COLLEGE

And as she steps out of her car onto the campus her acceptance is instantaneous by the crowd she would most like to know.

Déjà dresses are especially suited to the girl or woman who prefers simplicity in dress. The college girl has taken Déjà quite to heart.

Moderately priced at \$39.50 for the dresses... from \$12.50 for the hats

Déjà



ALLURINGLY, NOT DEADLY, DULL

Is This New Subtle Dull Patina



COPYRIGHT, 1930, WINDSOR MILLS, INC.

SOME OF THE SMART SHOPS AND STORES SHOWING WINDSOR SUPRETWIST

Akron, Ohio M. O'Neil Co.	Columbus, Ga. J. A. Kitten Company	Green Bay, Wis. Jorgensen Blesch Co.	New Orleans, La. The Kreeger Store	Salt Lake City, Utah Hunter-Thompson Co.
Appleton, Wis. Petibone Peabody Co.	Columbus, Ohio H. McCann Co.	Hartford, Conn. Brown, Thomson & Co.	Oakland, Calif. Sullivan, Capewell & F.	Seattle, Wash. Seattle D. G. Co.
Ashland, Ky. C. H. Parsons Dept. Store	Dallas, Texas F. & R. Lazarus Co.	Jacksonville, Fla. Kohn Furchgott & Co.	Okla. City, Okla. Korabugh D. G. Co.	Shreveport, La. Hearne D. G. Co.
Baltimore, Md. Hochschild Kohn & Co.	Davenport, Iowa W. A. Green Co.	Kans. City, Kans. Vogue Hosiery Shop	Omaha, Nebr. Al Rosenhals	Sloux Falls, South Dakota Shriver Johnson
Bloomington, Ill. C. W. Klemm, Inc.	Decatur, Ill. H. E. Scharff	Kansas City, Mo. Vogue Hosiery Shop	Pittsburgh, Penna. Thos. Kulpatrik Co.	Spokane, Wash. Davenport Hotel Sp.Sh.
Boston, Mass. R. H. Stearns Co.	Denver, Colo. Linn & Scruggs	Kenosha, Wis. Hartzfelds	Portland, Me. Gimdel Bros.	Springfield, Ill. John Bressmer & Co.
Bridgeport, Conn. Chandler & Co.	Des Moines, Iowa Daniels & Fisher	Lewistown, Me. Thos. A. Sulltan	Providence, R. I. Boggs & Buhl	Tampa, Fla. Maas Bros.
Bridgeport, Conn. C. F. Hovey Co.	Duluth, Minn. Younger Bros.	Lincoln, Nebr. Senter, Giroux Canniff	Portland, Me. Marting Bros. Co.	Toledo, Ohio The Lamson Bros. Co.
Brooklyn, Mass. Howland D. G. Co.	Easton, Penna. Oriental Shop	Los Angeles, Calif. Gold & Co.	Providence, R. I. Shepard Co., Inc.	Topeka, Kansas Pelletier Stores Co.
Burlington, Iowa James Edgar Co.	Fall River, Mass. Wm. Laubach & Son	Lynn, Mass. May Company	Quincy, Ill. Halbach Schroeder Co.	Tulsa, Okla. Brown Dunkin Co.
Canton, Ohio J. S. Schramm Co.	Fitchburg, Mass. R. A. McWhirr Co.	Madison, Wis. Spalding D. G. Co.	Rochester, N. Y. Meng & Shafer	Ventura, Calif. J. E. Rains Shoe Co.
Cedar Rapids, Iowa Stern & Mann Co.	Ft. Worth, Texas Nichols & Frost	McKeesport, Penna. Harry S. Manchester	Sacramento, Calif. Weinstock Lubin Co.	Washington, D. C. S. Kann Sons Co.
Charleston, S. C. Bailey Boot Shop	Freeport, Ill. Washer Bros.	Minneapolis, Minn. Wul J. Cox Co.	St. Joseph, Mo. Townsend, Wyatt & Wall	Waterbury, Conn. Howland Hughes & Co.
Chicago, Ill. M. Furchgott & Sons	Galesburg, Ill. Stukenberg & Borchers	Monmouth, Ill. Dayton Co.	St. Louis, Mo. Thos. W. Garland, Inc.	Wausau, Wis. Winkelmanns Dept. Store
Cincinnati, Ohio Carson, Pirtle, Scott	Glendale, Calif. Kellogg-Drake Co.	Montreal, Canada J. C. Allen Co.	San Francisco, Calif. Famous & Barr, Inc.	Wichita Falls, Texas W. B. McClurman & Co.
Cincinnati, Ohio John Shultz Co.	H. S. Webb & Co.	New Kensington, Pa. Henry Morgan & Co.	San Francisco, Calif. Stitz, Baer & Fuller	Youngstown, Ohio B. McManus Company
McAlpin Company	Yagers Bootery	Watnright	Frank Werner Co.	Sirguss Hirschberg

Windsor

SUPRE • TWIST

FINE HOSIERY

REG. APPLIED FOR

● Fancy the Effect of Legs *too* Dull . . . Is there anything more deadly . . . Avoid them as you do people of that category.

● Adorn your legs with a Subtle Dullness . . . Dullness with life, verve, tone — yet no trace of highlight. Such is the Dull Patina of Windsor Supretwist. Smart . . . flatteringly so . . . provocative . . . enticing . . . Windsor's Dullness is a Halo of Charm . . . it covers a Multitude of Shins.

● Sheer . . . sheer as the last veil . . . beautifully sheer and smooth and even. The Supretwist process takes care of that by eliminating fuzzy ends or blemishes of any sort . . . and at the same time gives much greater strength to each thread and hence to the entire Stocking. Everyone likes this practical feature for it means many days more wear. Likelihood of runs reduced to a new low minimum . . . and don't forget . . . these exquisite stockings love to be laundered . . . they come up fresh and lively—no crinkling, no shrinking, and the Dull Patina actually seems to improve.

● These Irresistible Stockings have yet another virtue to recommend them . . . to be found in the Sheer Chiffon Numbers (known in the Stores as No. 48 and No. 45) . . . Along the Seam and next to the Hem is an innocent-looking little reinforcement that diffuses the Stress and Strain every time you stretch, run, sit, leap, dance or whatever you do that makes ordinary stockings break out where the Hem joins the Seam.

● This idea is our own little invention . . . the patent is applied for . . . it's called the "Loquet" . . . and you can only get it in Windsor Supretwist Stockings—but you can get *them* at the smarter Shops and Stores everywhere at amazingly reasonable prices . . . Windsor Mills, Inc., 389 Fifth Avenue, New York; 2nd and Westmoreland Sts., Philadelphia.



Look for the

LOQUET

● The Windsor "Loquet" eliminates the prevalent fabric breaks at the most vulnerable part of a Chiffon Stocking—where the Seam joins the Hem. You can see the benefit of the Loquet at a glance.

PATENT APPLIED FOR
REGISTRATION APPLIED FOR



"SARTELAINE"

the new sheer woolen created abroad, is extremely soft in texture and a joy to look at in the rich, mellow colorings only possible in a yarn dyed fabric.

From this exclusive fabric we have fashioned a new and lovely group of dresses and suits for every daytime occasion, as you will see from the four varied costumes featured here... You will find them in the smarter shops.

Dresses priced from \$35.
Suits priced from \$55 . .

Write for further style information and a sample of this distinctive fabric.

DAVID CRYSTAL
Incorporated

530 Seventh Ave., N. Y. C.





MODELLÉD IN BRONZE



The MIRADOR step-in pump in the new lustrous shade for fall ~ ~ ~

Due to its formality, bronze kidskin is in high relief for the more important occasions of the new season. Bronze . . . a rich deep brown with the underglow of sunlight. Kid . . . of a softness which belies its metallic sheen. The MIRADOR . . . of bronze kid with appliques of bronze lizard, gold piping and bronze beads masking the gored straps . . . is sketched as worn with one of the new formal suits. The beret, like the suit, is brown velvet. The fur, slightly darker, matches the shoes. The gloves are beige, the bag dark brown. The hosiery (Walk-Over) is of a lighter brown shade to harmonize with both the suit and shoes.

WALK  OVER
510 Fifth Avenue



MIRADOR

In bronze for wear with afternoon velvets and silks. In black dull kid for the street and less formal daytime occasions. Each at \$14.50.



The BEST DRESSED Girl at School...



PERHAPS she has not the most expensive . . . or extensive . . . wardrobe. She works magic with a pliant hat brim, an adaptable blouse, a strand of gay beads, happy combinations of color.

The shades of her Humming Bird Hose are not chosen at random. She has softly muted tones for class and campus, a few pastels for her frivolous hours. Her several pairs create the effect of twice their number.

Humming Bird Full Fashioned Hosiery is going to college this Fall with its threads more tightly twisted, its stitches firmer and finer, its fabric clearer and its colors more charmingly youthful than ever before.

Select now from the early Fall showing in the better class stores.

© 1930. DAVENPORT HOS. MILLS, INC.

Fall Nite is a buoyantly youthful shade developed exclusively for Humming Bird Hosiery by Mme. Julie Bolegard, our Paris Stylist.

Humming Bird FULL FASHIONED HOSIERY

DAVENPORT HOSIERY MILLS, Inc., Chattanooga, Tenn.
NEW YORK OFFICE / / / / 385 Fifth Avenue

PICOT EDGES AND TAILORED HEMS ♥ FRENCH AND POINTED HEELS, SELF-COLORED AND BLACK ♥ CHIFFON, SERVICE SHEER AND SERVICE WEIGHTS



The Dawn
of a New,
More Opulent
Era
Is Beautifully
Exemplified
in the New,
Elegant, Stunning

SHAGMOOR TOPCOATS

On View
at the Leading
Establishments
in the United States
and Canada

Fashion Novelette
Sent on Request

The House of Shagmoor
(Linder Bros., Inc.)
498 Seventh Avenue, New York

IN CANADA:
2050 Bleury Street, Montreal

Mr. Jr.
 y-first of April
 ck in the evening
 dia Church
 n the City of Washington

Reception
 ately following the ceremony
 at the Cairo Hotel

STRATHMORE WEDDING PAPERS

*The qualities of good taste
 and social standing are subtly conveyed
 through Strathmore Wedding
 Invitations and Announcements.
 Rich in texture, careful
 in craftsmanship, Strathmore
 Wedding Papers are truly distinguished*



SOME TIME YOU MAY NEED TO BE DOCTOR

IT ISN'T simply a matter of being prepared . . . though troubles *are* apt to come when least we expect them. But common sense and consideration for other people would seem to imply, especially when one is traveling, that ordinary medical precautions should be taken.

In a moment of emergency . . . a ragged cut . . . a burn . . . perhaps a serious fall . . . there is comfort in knowing that antiseptics, clean bandages, and adhesive tape lie within easy reach. Even administered by unpracticed hands, they bring relief and peace of mind until a doctor can attend . . . and not infrequently, prevent a critical illness.

For people of taste and judgment as well as foresight, these requisites are assembled in cases of fine leather. And the selection of the best cases is simplicity itself . . . for upon each one is to be found a tiny golden keystone R. That

A . . . a first-aid kit, in brown or black cowhide, which contains adhesive tape, absorbent cotton, bandages, mustard plasters, a measuring glass, an eye bath, an eye dropper, tweezers, and glass bottles of various sizes.

B . . . a first-aid kit, in black elk-grain leather, lined with scarlet leather. The case contains bandages, absorbent cotton, adhesive tape, iodine, scissors, and six stoppered glass vials of various volumes. The case may also be had in brown leather, in other sizes.

C . . . a medicine bottle case, in colored ocrase leather, containing two large and four smaller bottles with nickel tops. The case may be had in a variety of colors.

imprint, placed upon all articles of fine leather manufactured by C. F. Rumpp & Sons, Inc., is a symbol of high integrity.

This establishment, in eighty years, has not attempted to make any but the best leather goods. It was the conviction of the founder that the finest materials, and only the finest, should be employed . . . that each piece should reflect the consummate artistry of those who worked upon it. In a very real sense, his beliefs are upheld by members of the same family, now actively engaged in the direction of the firm.

C. F. Rumpp & Sons, Inc., manufacture fine leather articles of every description, excepting luggage. They may be had at the better leather goods stores, department stores, jewelers, and stationers.

C. F. RUMPP & SONS, INC.

By Invitation Members



PHILADELPHIA AND NEW YORK
ESTABLISHED 1850



This is the garment of action

A free and unfettered body, not hampered for any activity by its underdress, is a real demand of the sports-loving woman of today.

Kickernick fits the body snugly in all positions.

A clever tuck at the thigh, a long back and a short front, give utmost freedom and do away with the baggy ugliness of the ordinary garment.

It has swept America with phenomenal

success and has become the mode of the day.

New! A foundation garment fitted to every inch of bust measurement from thirty-two to forty. Also made with French cuff.

In many styles, colors, materials, it sells in better shops at popular prices.

Or send today for booklet to Winget Kickernick Company, Minneapolis, Minnesota.

Kickernick
PATENTED UNDERDRESS

The coat in monotone rope tweed by CAROLYN

THE smart coat defies all precedent . . . adopts a new, soft tweed . . . and thereby adapts the delicately molded silhouette of advance fashion with successful individuality. The luxurious Maggy Rouff Raccoon shawl collar, unusual pocket treatment, and self belt also show a style sense in design that the special committee of nationally known stylists always demands before considering a mode worthy of bearing the Carolyn label.

CAROLYN MODES ARE CONSERVATIVELY PRICED

Frocks and Gowns, \$29.50, \$39.50, \$49.50. Coats, \$49.50, \$69.50. Ensembles, \$39.50, \$69.50, \$95.00. Junior Frocks, \$25.00. Junior Coats, \$49.50. Hand bags, \$5.00 and \$7.50. Carolyn Underwear and Hosiery in a range of prices.



Send For Style Booklet
NATIONAL MODES, INC.
128 West 31st Street,
NEW YORK CITY

Carolyn

THE NEW CAROLYN MODES ARE BEING SHOWN AT THE STORES LISTED BELOW

Albany, Ga.
R. L. JONES COMPANY
Aurora, Ill.
GINSBERG'S DEPT STORE
Austin, Tex.
E. M. SCARBROUGH & SONS
Baltimore, Md.
SCHLEISNER CO.
Baton Rouge, La.
ROSENFELD D. G. CO., LTD.
Binghamton, N. Y.
HILLS, McLEAN & HASKINS
Birmingham, Ala.
BURGER-PHILLIPS COMPANY
Boise, Ida.
THE MODE, LTD.
Bozeman, Mont.
MULL'S
Charleston, S. C.
KERRISON'S

Charleston, W. Va.
THE DIAMOND
Clarkdale, Miss.
POWERS & COMPANY
Columbia, S. C.
KOHNS
Columbus, O.
THE FASHION
Dallas, Tex.
A. HARRIS & CO.
Danville, Ill.
MEIS BROTHERS, INC.
Danville, Va.
L. HERMAN
Dubuque, Ia.
J. F. STAMPFER CO.
Elgin, Ill.
JOSEPH SPIESS COMPANY

El Paso, Tex.
POPULAR D. G. CO., INC.
Fairmont, W. Va.
J. M. HARTLEY & SON CO.
Fort Dodge, Ia.
THE BOSTON STORE
Fort Worth, Tex.
MONNIG'S
Galveston, Tex.
ROBT. I. COHEN
Greenville, Miss.
THE NELMS AND BLUM CO.
Hartford, Conn.
SIEGEL'S SHOP
Hattiesburg, Miss.
FINE BROS-MATISON COMPANY
Houston, Tex.
FOLEY BROS. D. G. CO.
Jackson, Miss.
R. E. KENNINGTON CO.

Knoxville, Tenn.
S. H. GEORGE & SONS
Lexington, Ky.
B. B. SMITH & CO.
Lima, O.
R. T. GREGG & COMPANY
Little Rock, Ark.
PFEIFER BROS.
Los Angeles, Cal.
JACOBY BROS., INC.
Lynchburg, Va.
GUGGENHEIMER'S, INC.
Mantowoc, Wis.
SCHUETTE BROS. CO.
Muncie, Ind.
W. A. McNAUGHTON CO.
New Kensington, Pa.
SILVERMAN'S

Norfolk, Va.
AMES & BROWNLEY, INC.
Oklahoma City, Okla.
RORABAUGH-BROWN D. G. CO., Inc.
Omaha, Neb.
HERZBERGS
Paducah, Ky.
E. GUTHRIE CO.
Peoria, Ill.
THE B & M
Portsmouth, O.
THE MARTING BROS. CO.
Roanoke, Va.
S. H. HEIRONIMUS CO., INC.
Rome, Ga.
THE FAHY STORE
Sacramento, Calif.
HALE BROS., INC.
Savannah, Ga.
LEOPOLD ADLER

San Antonio, Tex.
JOSKE BROS. CO.
San Diego, Calif.
HOLZWASSER, INC.
San Francisco, Calif.
HALE BROS. STORES, INC.
San Jose, Calif.
HALE BROS.
Seattle, Wash.
BEST'S APPAREL, INC.
Shreveport, La.
BAIRD CO., LTD.
Stout City, Ia.
DAVIDSON BROS., CO.
Spartanburg, S. C.
THE AUG. W. SMITH CO.
Springfield, Ill.
ROLAND'S

Springfield, O.
THE EDWARD WREN STORE
Trenton, N. J.
YARDS STORE
Tulsa, Okla.
THE BROWN-DUNKIN D. G. CO.
Uniontown, Pa.
WRIGHT-METZLER COMPANY
Utica, N. Y.
D. PRICE & CO.
Washington, D. C.
THE HECHT CO.
Waterbury, Conn.
WORTH'S
Williamsport, Pa.
BROZMAN'S
Wilmington, Del.
THE KENNARD-PYLE CO.
York, Pa.
P. WIEST'S SONS

LIST OF DISTRIBUTORS

ALABAMA
BIRMINGHAM
Louis Pizitz Dry Goods Co.
DOTHAN
Blumberg & Sons
MONTGOMERY
Montgomery Fair
TUSCALOOSA
Louis Wiesel, Inc.

ARIZONA
PHOENIX
Korrick's Dry Goods Co.
TUCSON
Albert Steinfeld & Co.

ARKANSAS
LITTLE ROCK
The Gus Blass Company

CALIFORNIA
ALAMEDA
Konigshofer's
ALHAMBRA
Krause's Silk and Linen Store

BAKERSFIELD
Redlick Mercantile Co.
BERKELEY
J. F. Hink & Son, Inc.

BURLINGAME
Levy Bros.
FRESNO
Radin & Kamp, Inc.

FULLERTON
Chapman-Wickett Co.
GLENDALE
H. S. Webb & Co.

LONG BEACH
Buffums
LOS ANGELES
J. W. Robinson Co.,

Bullock's
MODESTO
Latz's Dept. Store

MONROVIA
McBratney's
OAKLAND
The H. C. Capwell Co.,

Capwell, Sullivan & Furth.
B. F. Schlesinger & Son, Inc.
PALO ALTO
J. F. Hink & Son, Inc.

PASADENA
Dunning's Silk Store
PETALUMA
Goldman's Inc.

POMONA
Orange Belt Emporium
RIVERSIDE
G. Rouse & Co.

SACRAMENTO
Weinstock Lubin & Company.
Hale Bros., Inc., 9th & K Sts.

SAN BERNARDINO
The Harris Company
SAN DIEGO
Dunning's Silk Store.

The Marston Company
SAN FRANCISCO
The White House.

Raphael Weill & Co.,
City of Paris.
The Emporium.
Hale Bros., Inc.,

901 Market St.
SAN JOSE
F. W. Gross & Son, Inc.,

O. A. Hale & Co.
SAN MATEO
Levy Bros.

SANTA ANA
Rankin Dry Goods Co.
SANTA BARBARA
Trenwith's, Inc.

SANTA MONICA
Bay Department Store
SANTA ROSA
The White House.

W. R. Carithers & Sons,
Inc.
STOCKTON
Smith & Lang

VALLEJO
Levee's Dept. Store
COLORADO
The White-Davis Mercan-

tile Co.
COLORADO SPRINGS
T. C. Kirkwood, Inc.

DENVER
The Joslin Dry Goods Co.,
The Denver Dry Goods Co.,
Daniels & Fisher,

The May Co.,
The A. T. Lewis & Son
Dry Goods Co.

PUEBLO
The Crews-Beggs Dry
Goods Co.

CONNECTICUT
BRIDGEPORT
The D. M. Read Co.

DANBURY
John McLean, Inc.
GREENWICH
The Charles N. Mead Co.

HARTFORD
Sage-Allen & Co., Inc.,
G. Fox & Company

MERIDEN
The Ives, Upham & Rand
Co.

MIDDLETOWN
The James H. Bunce Co.

CONNECTICUT (Cont.)

NEW BRITAIN
Davidson & Leventhal
NEW HAVEN
The Chas. Monson Co.,
The Edw. Malley Co.

STAMFORD
The C. O. Miller Co.
WATERBURY
The Miller & Peck Company

DELAWARE
WILMINGTON
Crosby & Hill Co.

DISTRICT OF COLUMBIA
WASHINGTON
Woodward & Lothrop,

Lansburgh & Bro.,
S. Kann Sons Co.,
The Hecht Co.

FLORIDA
JACKSONVILLE
Cohen Bros.

MIAMI
Dugald C. Hill, Inc.,
Burdine's, Inc.

ORLANDO
Dickson-Ives Co.
ST. PETERSBURG
The Willson-Chase Company

TAMPA
Maas Brothers,
O. Falk's Department Store

WEST PALM BEACH
Hatch's, Inc.

GEORGIA
ALBANY
R. L. Jones Co.

ATLANTA
Chamberlin-Johnson-
Du Bose Co.,
Davison-Paxon Company

AUGUSTA
J. B. White & Co.
COLUMBUS
J. A. Kirven Co.

MACON
The Union Dry Goods Co.
SAVANNAH
Morrison-Sullivan Dry
Goods Co.

IDAHO
BOISE
The Falk Merc. Co.

ILLINOIS
BLOOMINGTON
Mayer Livingston & Co.

CHAMPAIGN
G. C. Willis
CHICAGO
Carson Pirie Scott and Co.,

Chas. A. Stevens & Bros.,
Zax Brothers, 1307-09 E.
63rd Street

DANVILLE
Straus & Louis Company

DECATUR
William Gushard Company

ELGIN
Ackermann Bros.

EVANSTON
Lord's
FREEPORT
F. A. Read Co.

JOLIET
L. F. Beach Co.

KANKAKEE
The Chicago Store

OTTAWA
L. M. Lucey & Co.

PEORIA
Block & Kuhl Co.

ROCKFORD
D. J. Stewart & Co.

SPRINGFIELD
The John Bressmer Co.

WAUKEGAN
The Globe Department Store

INDIANA
BLOOMINGTON
Breeden & Co.

EVANSVILLE
The S. G. Evans D. G. Co.

INDIANAPOLIS
L. S. Ayres & Co.,
H. P. Wasson and Company

SOUTH BEND
The Ellsworth Store

TERRE HAUTE
The Root Dry Goods Co.

IOWA
AMES
The Tilden Store Company

CEDAR RAPIDS
The Killian Company

DAVENPORT
Petersen-Harned-Von Maur

DES MOINES
Younker Brothers &
Harris-Emerys

ST. LOUIS CITY
Pelletier's

KANSAS
HUTCHINSON
The Pegues-Wright Co.

LAWRENCE
Weavers

TOPEKA
The Crosby Brothers
Company

WICHITA
The Geo. Innes Co.

VOGUE PATTERNS may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed below where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

HOW TO ORDER BY MAIL. Vogue Patterns may be ordered by mail from any of the distributors listed below or from Vogue Pattern Service, Greenwich, Conn., The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

IN ORDERING, state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

HOW TO SEND MONEY. Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering, please enclose cheque, money order or stamps. Remittances should be made out to the store or offices from which you order.

KENTUCKY

FRANKFORT
W. S. Farmer & Son
LEXINGTON
Wolf-Wile Co.
LOUISVILLE
The Stewart Dry Goods Co.
PADUCAH
The E. Guthrie Co.

LOUISIANA

BATON ROUGE
Rosenfield D. G. Co.
MONROE
Masur Bros.
NEW ORLEANS
D. H. Holmes Co., Limited
SHREVEPORT
Bairst Co., Ltd., Texas St.

MAINE

LEWISTON
Senter, Giroux, Caniff &
Co.
PORTLAND
Eastman Bros. & Brancroft

MARYLAND

BALTIMORE
Hutzler Brothers Co.,
O'Neill & Company, Inc.,
Stewart & Co.,
Hochschild, Kohn & Co.
FREDERICK
C. Thomas Kemp
HAGERSTOWN
Leiter Brothers

MASSACHUSETTS

ATTLEBORO
Fine's
BOSTON
R. H. Stearns Company,
Jordan Marsh Company,
R. H. White Company,
C. F. Hovey Company
LOWELL
The Bon Marché D. G. Co.
PITTSFIELD
England Brothers, Inc.
SALEM
William G. Webber Co.
SPRINGFIELD
Forbes & Wallace, Inc.,
Meekins, Packard & Wheat,
Inc.
WORCESTER
Stocum's Silk Store,
Denholm & McKay Co.

MICHIGAN

ANN ARBOR
Wm. Goodyear & Co.
BATTLE CREEK
L. W. Robinson Co.
DETROIT
The J. L. Hudson Company
GRAND RAPIDS
Wurzburger Dry Goods Co.,
Herpolzheimer Co.
KALAMAZOO
Gilmore Bros.
LANSING
J. W. Knapp Co.
SAGINAW
Wm. C. Wiechmann Co.

MINNESOTA

DULUTH
Silberstein & Bondy Co.
MINNEAPOLIS
The Dayton Company,
L. S. Donaldson Company
ST. PAUL
Schunemans & Mannheimers,
The Golden Rule
WINONA
H. Choate & Co.

MISSISSIPPI

BILOXI
W. V. Joyce Co.
JACKSON
R. E. Kennington Co.
LAUREL
R. C. Gaddis Company

MISSOURI

KANSAS CITY
John Taylor Dry Goods Co.
SEDALIA
C. W. Flower Dry Goods Co.
SPRINGFIELD
The Heer Stores Co.
ST. JOSEPH
The Townsend, Wyatt &
Wall Dry Goods Company
ST. LOUIS
Stix, Baer & Fuller Dry
Goods Company,
Scruggs-Vandervoort-
Barney Dry Goods Co.,
Famous & Barr Co.

MONTANA

BILLINGS
The D. J. Cole Co.
GREAT FALLS
The Paris Dry Goods Co.
HELENA
The New York Dry Goods
Co.
MISSOULA
Missoula Mercantile Co.
NEBRASKA
HASTINGS
Stein Bros. Co.
LINCOLN
Miller & Paine
OMAHA
Thompson, Belden & Com-
pany,
Thomas Kilpatrick & Co.,
J. L. Brandeis & Sons

NEVADA

RENO
Gray, Reid, Wright Co.
NEW HAMPSHIRE
MANCHESTER
James W. Hill Company

NEW JERSEY

ASBURY PARK
Steinbach Company
ATLANTIC CITY
M. E. Blatt Co., The De-
partment Store of Atlan-
tic City
BOONTON
Zucker & Co., Inc.
EAST ORANGE
R. H. Muir, Inc.
ELIZABETH
Milton Wolper
MONTCLAIR
Louis Harris
MORRISTOWN
Floyd T. Woodhull, Inc.
NEWARK
L. Bamberger & Co.,
Kresge Department Store,
Hahne & Co.
NEW BRUNSWICK
P. J. Young Dry Goods Co.
PATERSON
Meyer Brothers
PLAINFIELD
Tepper Bros.
RUTHERFORD
William F. Telschow
SUMMIT
McClay's, Springfield Ave.
TRENTON
Swern & Company,
H. M. Voorhees & Bros.,
131-135 East State St.
UNION CITY
Holthausen

NEW YORK

NEW YORK CITY
B. Altman & Co.,
Lord & Taylor,
John Wanamaker,
R. H. Macy & Co., Inc.,
Jas. McCutcheon Co.,
James McCreery & Co.,
Arnold Constable & Co.,
Inc.,
Stern Brothers,
Bloomingdale Bros., Inc.,
James A. Hearn & Sons,
Sidney Elsnitz,
432 Amsterdam Ave.
ALBANY
W. M. Whitney & Co.

BINGHAMTON
Sisson Bros.-Welden Co.
BROOKLYN
Abraham & Straus,
Frederick Loeser & Co.

BUFFALO
Flint & Kent.
Adam, Meldrum & Ander-
son Co.

J. N. Adam & Co.,
The Wm. Hengerer Co.
DUNKIRK
T. W. Sider Estate

ELMIRA
S. F. Iszard Co.
FLUSHING, L. I.
Abramson's, Main St.

GLENS FALLS
Boston Store Co.
HEMPSTEAD, L. I.
The Franklin Shop, Inc.

ITHACA
Rothschild Bros.
JAMAICA, L. I.
B. Gertz Inc.
Jamaica Ave.-162nd St.

JAMESTOWN
The Silk & Specialty Shop
KINGSTON
Rose & Gorman, Inc.

MIDDLETOWN
Tompkins Dry Goods Co.
MOUNT VERNON
Best Silk Shops Ltd.

NEWBURGH
Wm. T. Brown & Son
NEW ROCHELLE
Ware's

POUGHKEEPSIE
Lucky, Platt & Co.
ROCHESTER
McCurdy & Company, Inc.,
Sibley, Lindsay & Curr Co.

RYE
H. D. Halahan
SCHENECTADY
H. S. Barney Co.

SYRACUSE
Dey Brothers & Company
TROY
G. V. S. Quackenbush & Co.

UTICA
The Fitzgerald Silk Shop,
Inc.
WATERTOWN
Smith & Peraz, Inc.

WHITE PLAINS
Ackerman & Cantor, Inc.
YONKERS
Marshall Matherson Co.

NORTH CAROLINA
ASHEVILLE
Bon Marché, Inc.

CHARLOTTE
J. B. Ivey & Company
GREENSBORO
Ellis, Stone & Co.

NORTH CAROLINA (Cont.)

RALEIGH
Boylan Pearce Co.
WILMINGTON
Belk-Williams Co.
WINSTON-SALEM
Van Dyke's, Inc.

NORTH DAKOTA
GRAND FORKS
R. B. Grinith Co.

OHIO
AKRON
The A. Polsky Co.,
The M. O'Neil Company

ALLIANCE
Spring-Holzwarth
CINCINNATI
H. & S. Pogue Company,
The John Shillito Co.,
The Rollman & Sons Co.

CLEVELAND
The Halle Bros. Co.,
The Higbee Company,
The Wm. Taylor Son & Co.

COLUMBUS
The F. & R. Lazarus & Co.,
The Dunn Taft Co.,
The John M. Caren Co.

DAYTON
The Rike-Kumler Company
LANCASTER
Chas. P. Wiseman & Co.

LIMA
R. T. Gregg & Co.
NEWARK
John J. Carroll

PORTSMOUTH
The Marting Bros. Co.
TOLEDO
The Lasalle & Koch Co.,
The Lamson Brothers Co.

YOUNGSTOWN
The G. M. McKelvey Co.,
The Strouss-Hirschberg Co.

OKLAHOMA
OKLAHOMA CITY
The Kerr Dry Goods Co.
OKMULGEE
Ramsay Fulford Dry Goods
Co.

TULSA
The Brown-Dunkin Dry
Goods Co.,
The Vandever Dry Goods
Co., Inc.

OREGON
EUGENE
McMorrin & Washburne

PORTLAND
Meier & Frank Co.
Olds, Wortman & King

SALEM
The Miller Mercantile Co.

PENNSYLVANIA
ALTOONA
The Wm. F. Gable Co.

ALLENTOWN
Hess Brothers
BETHLEHEM
The Bush & Bull Corp.

BUTLER
A. Troutman's Sons Co.,
Inc.

ERIE
Trask, Prescott & Richard-
son Co.

HARRISBURG
Pomeroy's, Inc.
LANCASTER
Hager & Bro.

NEW CASTLE
The Strouss-Hirschberg Co.

PHILADELPHIA
John Wanamaker,
Strawbridge & Clothier,
Gimbel Brothers

PITTSBURGH
Joseph Horne Co.,
Kaufmann's,
Boggs & Buhl,
Gimbel Brothers

READING
Pomeroy's, Inc.

SCRANTON
Scranton Dry Goods Co.

SHARON
The Sharon Store

STROUSBURG
A. B. Wyckoff

WILKES-BARRE
The Isaac Long Store

WILLIAMSPORT
L. L. Stearns & Sons

YORK
Charles H. Bear & Company

RHODE ISLAND
PROVIDENCE
Gladding's, Inc.,
The Shepard Stores

SOUTH CAROLINA
CHARLESTON
The Kerrison Dry Goods Co.

COLUMBIA
J. L. Mimnaugh & Co.

FLORENCE
L. E. Waters

GREENVILLE
Meyers-Arnold Co.

SOUTH DAKOTA
ABERDEEN
Olwin-Angell

TENNESSEE

BRISTOL
King-Cochrane Company
CHATTANOOGA
Miller Bros. Co.
KNOXVILLE
S. H. George & Sons
MEMPHIS
The John Gerber Co.
NASHVILLE
Cain-Sloan Co.,
Lebeck Bros., 514 Church
St.,
Loveman, Berger &
Tittlebaum

TEXAS

AMARILLO
White & Kirk, Inc.
AUSTIN
T. H. Williams & Co.
BEAUMONT
The Rosenthal Dry Goods
Co.

DALLAS
Titcher-Goettinger Co.,
A. Harris & Company

EL PASO
Popular Dry Goods Co.

FORT WORTH
Sanger Bros.,
Monnig's

HOUSTON
Foley Brothers Dry Goods
Co.,
Levy Bros. Dry Goods Co.

PORT ARTHUR
Deutser D. G. Co.

SAN ANTONIO
The Wolff & Marx Com-
pany,
Joske Bros. Co.,
WACO
The Goldstein-Migel Co.

UTAH
SALT LAKE CITY
Walker's

VERMONT
BURLINGTON
F. D. Abernethy, Inc.

VIRGINIA
DANVILLE
L. Herman

LYNCHBURG
D. Moses & Co., Inc.,
Guggenheimer's Inc.

NEWPORT NEWS
Sol Nachman's Department
Store

NORFOLK
Smith & Welton, Inc.

PETERSBURG
Rucker Rosenstock Inc.

RICHMOND
Thalhimer Bros., Inc.,
Miller & Rhoads, Inc.

ROANOKE
S. H. Helronimus Co., Inc.

WASHINGTON
BELLINGHAM
J. B. Wahl Store

SEATTLE
The MacDougall & South-
wick Co.,
Frederick & Nelson

SPOKANE
Whitehouse Co.
The Crescent

TACOMA
Rhodes Brothers

WALLA-WALLA
A. M. Jensen Co.

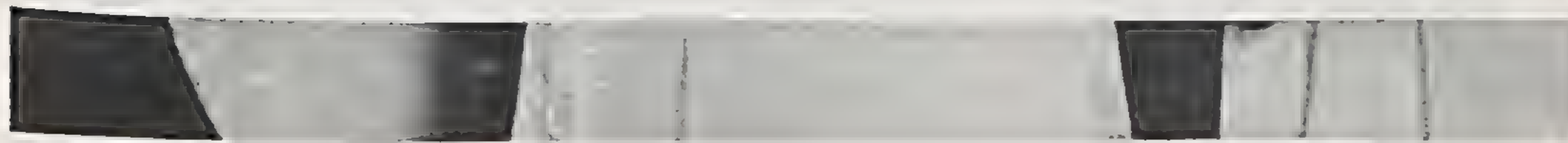
WEST VIRGINIA
CHARLESTON
Coyle & Richardson

HUNTINGTON
Anderson-Newcomb Co.

PARKERSBURG
The Surprise Store</



Your poise and charm are safe with this *deodorizing* protection



Costumes from Kaskel & Kaskel Dunlap

Because Kotex deodorizes . . . is inconspicuous . . . stays light and cool
for hours . . . it is really necessary to your summer poise and comfort.

DON'T sacrifice your feminine charm one single day in summer. Kotex protects when daintiness is especially difficult.

All through every Kotex pad a wonderful deodorant is sprinkled. This deodorant is your protection. It is safe and gentle . . . soothing, even . . . yet deodorizes as long as the pad is worn. What priceless relief, particularly in summer!

Meantime, Kotex gives a degree of comfort that seems almost miraculous. This is largely due to its unique filler, Cellucotton (not cotton) absorbent wadding.

Preferred by hospitals

Cellucotton is used by 85% of America's leading hospitals because of its many advantages. Please remember that Cellucotton is not cotton, but a

cellulose substance which absorbs five times as much as an equal weight of finest cotton!

Do you realize what this means? It means your Kotex pad can be five times lighter than any cotton pad, and give equal protection. Think of the difference in summer, when bulk and weight are so trying.

Kotex keeps its original delicacy an amazingly long time. It is made of sheer layers, laid lengthwise. These layers permit free circulation of air, and carry moisture quickly away from the surface. This method of absorption is important both to comfort and hygiene.

Round, tapered corners keep Kotex always inconspicuous, and keep it always perfect-fitting. And you dispose of it as easily as tissue. Kotex Company, Chicago, Illinois.

IN HOSPITALS

- 1 85% of our leading hospitals use the very same absorbent of which Kotex is made.
- 2 *Kotex is soft* . . . Not a deceptive softness, that soon packs into chafing hardness. But a delicate, fleecy softness that lasts for hours.
- 3 *Safe, secure* . . . keeps your mind at ease.
- 4 *Deodorizes* . . . safely, thoroughly, by a special process.
- 5 *Disposable*, instantly, completely.

Regular Kotex—45c for 12
Kotex Super-Size—65c for 12
Also regular size singly in vending cabinets
through West Disinfecting Co.

Ask to see the KOTEX BELT and
KOTEX SANITARY APRON at any
drug, dry goods or department store.

KOTEX

The New Sanitary Pad which deodorizes

BLACK and WHITE

Form a Fall Fashion Alliance

Smart sophisticates have discovered the most flattering interpretation of the Continental fashion of contrasting black with white, in the suavely dull, crepey weave of Celanese Crepe Malika. Its rich, softly-draping, luxurious texture is hailed as a perfect medium to express this mode. The unique practical qualities of this modern, superior synthetic yarn—to be found in no other type of textile—give Celanese crepe weaves serviceable qualities that are unsurpassed. Unweighted, free from all artificial loading, they clean repeatedly without sacrifice of their original fine “hand” and full body.



CELANESE

TRADE MARK REG. U.S. PAT. OFF.

Fabrics

Hickson INC.

SELECTS CELANESE CREPE MALIKA TO INTERPRET THIS
ORIGINAL MODEL FOR FORMAL AFTERNOON WEAR

*Celanese yarns, fabrics and articles are
made of synthetic products manufactured
exclusively by the Celanese Corporation of
America, 180 Madison Avenue, New York.*



"SWICESS" is perfect for first trips to town...just gay enough to offset the dignity of furs to be worn later. Of luxurious fur felt, and in colors that complement the glow of autumnal foliage: bison brown, guardsman blue, cricket green, oak rose, black and buff.



KNOX

doubles a brim to double its sensitive beauty...rolls it to heighten the sparkle of romantic young eyes...tilts it daringly so that the locks it reveals seem to beckon adventure. And finally, two rakish quills placed to the side of the back for smart accent...and there you have an early season hat as inevitably delightful as it is correct. The discerning will wear it at once, while it is very, very new. Priced at fifteen dollars.

● In New York City Knox hats for both men and women can be secured at any of these Knox shops: 711 Fifth Avenue, at 55th Street, 452 Fifth Avenue, at 40th Street, 359 Madison Avenue, at 45th Street, 1501 Broadway, in the Paramount Building, and downtown at 161 Broadway in the Singer Building. A catalogue of correct riding hats on request.

IT'S SMART TO SPELL SCHOOL C=O=T=T=O=N!

Sheer Eponge . . . in green, printed in the letters of the alphabet, accented with deep green and then monogrammed to make it entirely your own! Well—you must admit BERGDORF-GOODMAN has a point of view on what children like to wear to school.

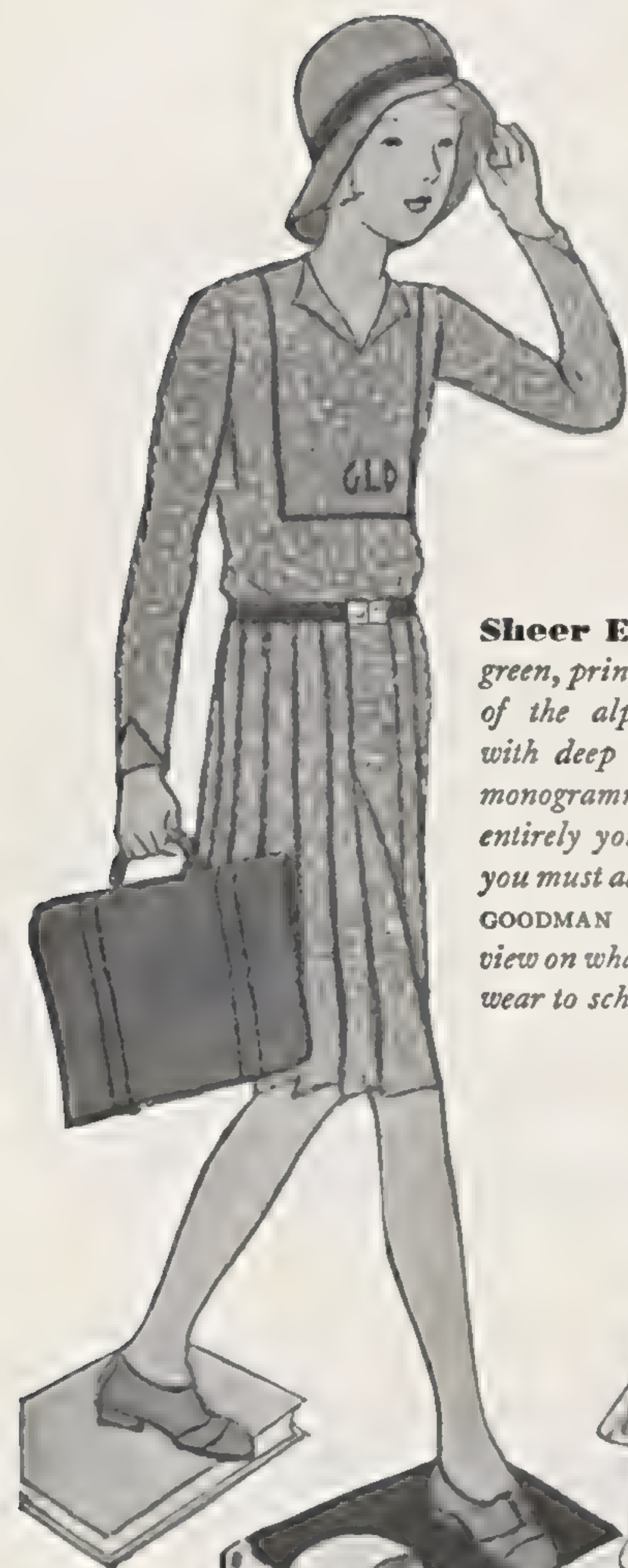
Velveteen . . . that aristocrat of cottons—this time printed in an irresponsible cube design. One must be at the head of the class to keep up with this frock! BERGDORF-GOODMAN.

Dancing School becomes the high spot of the week when one can wear a dotted swiss in pale pink with fagoting and a yoke. "Can't wear it unless you're good" works better than the Santa Claus fable for producing a little angel! BEST & COMPANY.

What's Smarter than stripes? More stripes! And if they're white on navy broadcloth and used to trim each other, the mark is "Excellent." This frock is a favorite with those wise youngsters whose style sense is developed early. SAKS-FIFTH AVENUE.

Dot... Dot... and a lot of dash—particularly when the dots are white on navy broadcloth and the dress is made on such crisp tailored lines. Even school has its compensations when one can wear clothes like this. BEST & COMPANY.

The Biggest Tomboy of them all just naturally becomes dignified when dressed in dark green velveteen with a lingerie collar. Even big sister's best beau needn't worry. SAKS-FIFTH AVENUE.





Craigleigh — the "all occasion" coat . . . made from our exclusive "Super-Fabric"
 . . . a mixture of soft, silky alpaca and llama wools.

Sold exclusively by one store in each city

Fashion booklet upon request

A. B. Piper Co., Inc. The House of Craigleigh 230 West 38th Street, N. Y. C.



YOUR FUTURE IN YOUR HAND

Pick up the next number of Vogue and it will tell you your fashion future—what your new clothes are going to look like and what they are going to be made of.

You are about to come into a fortune of new and ravishing materials—you will meet a stranger in a rich, new damask for evening—you will make a journey in sheer new woollens—a velvet suit will shortly come into your life—woollens will masquerade as silks.

Vogue does not prophesy from the unreliable stars or the depths of a treacherous gazing bowl. Vogue information is sound and sure. Vogue will tell you your fashion future quickly, accurately and glamorously. It is all written in black and white in the

VOGUE • ONE OF THE CONDÉ NAST PUBLICATIONS

**AUTUMN FABRICS AND
ORIGINAL DESIGNS**


35c

Dated September 1 • On sale August 23

FABRIC NUMBER OF VOGUE

VOGUE'S SCHOOL DIRECTORY

GIRLS' SCHOOLS



GARDNER SCHOOL
FOR GIRLS

A thorough school with delightful home life. Preparation for any college or intensive review. Junior college courses. Music, Art, Dramatic Art. Riding, swimming, tennis. 74th year.


Miss Eltinge } Principals
Miss Masland }

11 East 51st Street
New York City

Under the direction of Jessica G. Cosgrave, Principal

The FINCH School 61 East 77th St. New York City
Resident and Day School offering two or three year elective Post Graduate Course to girls of college age. European home in Versailles, France.

The LENOX School 52 East 78th St. New York City
Olivia Green, Co-principal. A Day School for Girls. Pre-primary through General and College Preparatory courses. Modern fireproof building.



SCOVILLES SCHOOL
1006 Fifth Avenue, New York City
Facing Central Park and The Museum of Art
840 acres of country at our doorstep. Resident and Day Departments. Academic and Advanced Finishing Courses. Intensive College Preparations. Music, Art, Languages, Dramatic Art.
Rosa B. Chisman } Principals
Elizabeth G. Atwood }

The RAYSON School
A City School with Country Sports. Near Riverside Drive. Resident and Day Pupils. Primary, Intermediate and College Preparatory. 323 and 325 West 100th Street, New York City

SEMPLE SCHOOL
College Preparatory, Junior College and Finishing Courses. Art, Music, Dramatic Art, Secretarial. Riding, Country Estate for Outdoor Sports. 32nd Year.
Mrs. T. Darrington Semple, Principal
241-242 Central Park West, New York City, N. Y.

Hamilton Institute
Accredited college preparatory courses for girls. Day students only. Lower School. Music, Art. Supervised study. Athletics. Catalog.
Mrs. Charlotte P. Goodale
343 West 87th St., New York. Tel. Schuyler 9566

SCUDDER SCHOOL
For girls. Approved and chartered by Regents. High school and college preparatory. Secretarial and executive training. Social service course including supervised field work. Catalog.
Miss V. G. Scudder, 66 Fifth Ave., New York City

THE STUDY
A SMALL RESIDENCE group of older girls wishing to continue their studies. Special emphasis on Literature, Travel, French and History, combined with vocational work to meet individual needs. Booklet.
Anne Evelyn Boardman, 140 E. 63rd St., New York

DONGAN HALL
A COUNTRY SCHOOL FOR GIRLS
Overlooking New York Harbor
College Preparation. General Course. Music. Art.
Emma Barber Turnbach, Head Mistress
Dongan Hills, Staten Island, New York

MARYMOUNT Tarrytown-on-Hudson
College for Women New York
Castle Ridge School for Girls
Four Years College, Two-Years Finishing, Secretarial, Dom. Sci., etc. Branches 5th Ave., N.Y.C.; Paris; Rome. For catalogues write Rev. Mother.

Highland Manor
Country boarding school and Junior College for girls. Accredited. Non-sectarian. All grades. College preparatory, general courses, Dramatics. Eugene H. Lehman, Director, Box V, Tarrytown, N. Y.

A Private School?

If your son or daughter is to go on through college or university to a position of leadership in the professions, in business, in society, the private school offers several valuable advantages.

A better-class private school means the finest preparation for college—both special attention to college entrance requirements and, more important, careful cultivation of the mature collegiate viewpoint toward study and the classroom.

A better-class private school means smaller classes and close individual attention from the finest teaching faculties.

A better-class private school means an environment of culture and character during the most important formative years . . . and constant association with others who come from homes like your own—the people with whom your son or daughter will be associated in college, in business or the professions, and in social life.

Look through these pages for advertisements of fine private schools. If you find it hard to decide about schools, we will gladly advise you.

THE CONDÉ NAST EDUCATIONAL BUREAU
1928 Graybar Building Lexington at 43rd New York City

GIRLS' SCHOOLS



BRIARCLIFF
The fullest educational opportunities for girls in the environment of a beautiful home. General, College Preparatory, and Junior College Courses. Exceptional advantages in Music, Dramatics and Art. Household arts and secretarial courses. Riding, golf, swimming. Catalogue. Address Registrar, Briarcliff School, Box V, Briarcliff Manor, New York

Ossining School for Girls
College Preparatory, Junior College. Separate lower school.
MR. AND MRS. WILLIAM F. CARLSON, Principals
Box V Ossining, New York

The Noble School
Pre-kindergarten to high school. For girls 4 to 14. Care and protection of a well-ordered home. Healthful outdoor life. Well-equipped buildings. French. Art, Music. Catalog. Annie Ellis Roberts, 146 Soundview Ave., White Plains, N. Y.

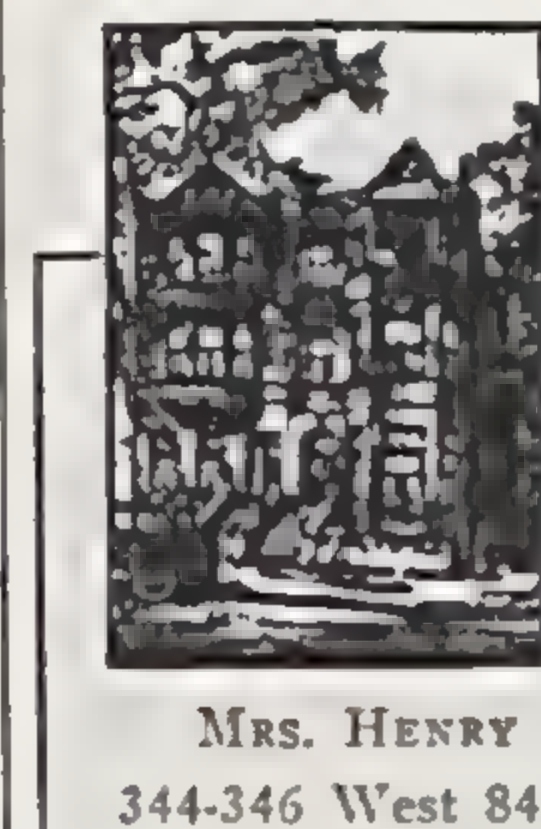
DREW Seminary for Girls
and Young Women.
On beautiful Lake Gleneida, near New York
College Preparatory, General and Special Courses. Fully Accredited. Small classes. Moderate rates. 64th year. Junior School
HERBERT E. WRIGHT, D.D. Pres., Box V, CARMEL, N.Y.

The KNOX School for Girls
College preparatory, Junior College and cultural courses.
Mrs. Russell Houghton, Box V, Cooperstown, N. Y.

PUTNAM HALL COLLEGE PREPARATION FOR GIRLS.
General course. Music, Art. Small classes. Experienced faculty. Graduates successful in 18 colleges and universities. Attractive campus. Spacious buildings. Supervised athletics. Riding, tennis, swimming. Catalog.
Ellen V. Bartlett, A.B., Prin., Poughkeepsie, N.Y.

USE THESE PAGES AS A GUIDE in writing for school catalogs . . . and remember that the Condé Nast Educational Bureau is fully equipped to give advice for the very usual or for the very exceptional case.

STUDENT RESIDENCES



Mrs. Boswell's House
patronized by girls of prominence. Always open to guests. Catalog. For information interview or write
MRS. HENRY HARRISON BOSWELL
344-346 West 84th St., New York City

MISS BELDEN'S RESIDENCE
465 West End Avenue—cor. 82nd Street
Beautiful View of the Hudson River.
All outside rooms. Every modern convenience. Atmosphere of a home. Open all year. Chaperonage elective.
Catalogue. Tel. Susquehanna 0045

TEASDALE RESIDENCE
For Girl Students and Young Women
326 W. 80th St., Riverside Drive, N. Y. C.
Outside sunny rooms—baths and showers attached. Chaperonage as desired. Booklet
Tel. Susquehanna 7858

Miss Ferguson's Residence
AFFORDS a charming home for girls in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. French. Est. 1915. Open all year. Tel. Susquehanna 5343. Catalogue.
309 West 82nd Street, New York City

PORTEOUS HOUSE
248 West 102nd Street, New York City
Mrs. J. LINDSAY PORTEOUS, hostess
A home for girl students approved by Columbia University. Folder on request.

GIRLS' SCHOOL

GIRLS' SCHOOL



COLLEGE preparatory and Junior College courses for the wide-awake, modern girl. Separate buildings for school and college. Vocational departments of Library Science, Journalism, Interior Decoration, Costume Design, Home Economics, Musical Supervision, Kindergarten Teaching, Commercial Art, Secretarial Science, Fine Arts. 18 acres of beautiful grove and lawn overlooking the Hudson, 43 minutes from New York. All athletics. Lower school for little girls. Write for catalog desired.

Miss C. E. MASON, LL.M., President
Box 490, Tarrytown-on-Hudson, N. Y.

The Castle
THE MASON JUNIOR COLLEGE AND SCHOOL FOR GIRLS



You will confer a favor on Vogue by mentioning its name when addressing schools

GIRLS' SCHOOLS

MISS BEARD'S SCHOOL

In a Beautiful Residential Section. Ample Grounds and Well-equipped Buildings. City and Country Advantages.

Strong College Preparation. Art, Music, Domestic Science. Post Graduate Work. Separate Junior High Division.

LUCIE C. BEARD
Headmistress
Box V
Orange, New Jersey

Kent Place School for Girls
SUMMIT, NEW JERSEY

An Endowed School—Thirty-Fifth Year
On the Estate of Chancellor Kent in the
Hills of New Jersey twenty miles from
New York.

COLLEGE PREPARATORY
ACADEMIC
Music Art Athletics
MISS HARRIET LARNED HUNT
Principal

Centenary College Preparatory and
Collegiate Junior College for Girls
Institute Full information on request
R. J. TREVORROW, D.D., Pres.
Box 20, Hackettstown, N.J.

LOW AND HEYWOOD

A SCHOOL for girls emphasizing college preparation.
General courses offered. One year intensive review
for college. Separate Junior School. One hour from
New York. Established 1865. Catalogue.
Box V Shippan Point Stamford, Conn.

GLEN EDEN Suburban to
New York City
For girls of high-school age, or graduates. Granite
buildings, 9 acres. College prep., finishing, voca-
tional, junior collegiate. Athletics. Social culture.
Select patronage. 21st year. For catalog address
Dr. Frederic M. Townsend, Stamford, Connecticut.

We shall consider it a privilege to aid you in
the selection of a school conforming to your
needs. The Condé Nast Educational Bureau

WYKEHAM RISE

Washington, Connecticut
A COUNTRY SCHOOL FOR GIRLS
College Preparatory and Special Courses
Fanny E. Davies, L.L.A., Head Mistress

Saint Margaret's School

56th Year. Emphasis upon college preparation. New
fireproof building on 27-acre country estate. Board-
ing enrollment limited to 85 girls. Principal,
Alberta C. Edell, A.M., Box V, Waterbury, Ct.

HOWE-MAROT

COLLEGE PREPARATORY Two year
Marot Junior College college Course
MARY L. MAROT, Principal, Thompson, Conn.

HILLSIDE

For Girls. College preparatory, general
high school courses. One-year intensive
review. Two-year post-graduate depart-
ment for high school graduates. Music,
art, dramatics, secretarial, crafts. Over-
looking historic New England town on
Long Island Sound, one hour from New
York. Five charming dwellings, school-
house, Gymnasium, Outdoor sports, Rid-
ing. Salt water bathing. Separate Junior
School. Catalog.

Secretary, Hillside School, Box V.
Norwalk, Connecticut



The Weylister

Two-year college and secretarial course for
young women. Special one-year course. Em-
phasis on subjects which link up with the
present day. Graduates fitted for management
of own affairs, as well as for highest type of
secretarial position. Intensive technical train-
ing for college graduates.
Cultured homelike atmosphere. Large cam-
pus equipped for sports. Near New Haven.
Booklet, Mrs. Marian W. Skinner, M.A.,
Miss Louise H. Scott, Box D, Milford, Conn.

GIRLS' SCHOOLS

Announcing the New Buildings and Location of
Stoneleigh-Prospect Hill School for Girls

Greenfield, Massachusetts

On October 15, the Stoneleigh School, formerly of Rye Beach, New Hampshire, will reopen
in a commodious fireproof building especially designed for its use and now being con-
structed on an estate of 150 acres on the Bernardston Road, Greenfield, Massachusetts.

College Preparatory, Special Academic, and Post-graduate Courses. Well equipped
Music and Art Departments. All Sports, including Riding, Golf, Tennis, Archery, Hockey
and Basketball.

Catalog on Request

Isabel Cressler and Caroline Sumner, Principals, Greenfield, Massachusetts



Lasell Seminary

SCHOOL for modern girls who appreciate the tradition of our
78 years. Ten miles from Boston. Two-year courses for high-
school graduates. Outstanding Home Economics course with
theory and practice. Excellent opportunities in all departments
of Music, with concert work. Chorus, Glee Club, Orchestra.
40 pianos, 3-manual organ.

Secretarial, College Preparatory, Art, Dramatic Expression
courses. Gymnasium, swimming pool, golf, tennis, skating,
skiing, tobogganing, riding. Delightful home life and friendly
atmosphere. Separate school for younger girls. Catalogs on
request.

GUY M. WINSLOW, Ph.D., Principal
126 Woodland Road Auburndale, Mass.

Established 1893

WALNUT HILL

School for Girls . . . Thorough College Preparation

In historic town 17 miles from Boston. Cultural
opportunities. Beautiful location. 50-acre campus.
Modern, well-equipped buildings. New gymna-
sium. Riding, tennis, hockey, skating. Careful at-
tention to health.

Florence Bigelow, M.A., Prin.
Box E, Natick, Mass.
Write for catalog.

KATHARINE GIBBS

ACADEMIC SECRETARIAL EXECUTIVE

Two-Year Courses for preparatory school graduates. One
year of advanced cultural subjects. Second year intensive
secretarial training. Also One-Year Courses and COLLEGE
GRADUATE COURSE preparing for superior positions.

For catalogue address Executive Secretary
New York Boston Providence
247 Park Ave. 90 Marlborough St. 155 Angell St.
Resident Schools in New York and Boston

CHOATE SCHOOL

1600 Beacon Street, Brookline, Mass.

A country school in a model town. For girls 5 to 19
years. Preparatory and General Courses. Outdoor life.
Address, AUGUSTA CHOATE, Vassar, Principal.

Kendall Hall for Girls

Prides Crossing, Mass.—on-the-Seashore. Ac-
credited. College Prep. without examina-
tions. Jr. College. Music. Int. Dec. Sec-
retarial. Ocean. Riding. Catalog—Box V.

The Mary A Burnham

School for Girls. Opposite Smith College campus.
Est. 1877. College Preparatory and Special courses.
Also One Year intensive College Preparation. Miss
Climena L. Judd, Prin. Box V, Northampton, Mass.

for your convenience

The Condé Nast Educational Bureau
is located conveniently for New
Yorkers and visitors in the Graybar
Building which is connected with
the Grand Central Terminal. You
will find a courteous friendly wel-
come from our staff of experienced
school and camp consultants in our
attractive reception rooms.

The Condé Nast
Educational Bureau

1928 Graybar Building
Lexington at 43rd, N. Y. C.

GIRLS' SCHOOLS

GIRLS' SCHOOLS

PINE MANOR

Home-making and Junior College
Courses for Graduates of
Secondary Schools

Recognized by the American As-
sociation of Junior Colleges

For Catalog Address:

Miss Helen Temple Cooke,
Box C, Wellesley, Mass.

THE HEDGES

The Junior School of House in the Pines

30 Miles from Boston. For girls of Junior High
School age. A large modern home. Sun parlors for
classrooms. Fields for all sports. Horseback riding.
Swimming. A wholesome simple life of study and
play that makes the girl quick to feel, eager to
know, able to do.

MISS GERTRUDE E. CORNISH, Principal
40 Pine Street, Norton, Mass.

Mount Ida
School
and
Junior
College

Accredited College Preparatory,
Junior College, High
School, Vocational and Fin-
ishing Courses. Home Man-
agement, Art, Secretarial
and Music. All Athletics,
Own Stables. For catalog
write: 125 Bellevue St.,
Newton, Mass.

The ERSKINE SCHOOL

Junior College instruction with the opportunity
for special study. For catalogue address the Director,
MISS E. E. MCCLINTOCK
129 Beacon Street Boston, Massachusetts

NORTHAMPTON
SCHOOL FOR GIRLS

Regular preparatory course for Smith and other
colleges. One year intensive course for high school
graduates. Principals: Dorothy M. Bement,
Sarah B. Whitaker, Box E, Northampton, Mass.

Penn Hall for Girls

Accredited. College Preparatory school.
Junior College. Special courses. Conserva-
tory. Part of May at Ocean City. 25-acre
campus. Riding. All modern buildings. For
catalog address: Box V, Chambersburg, Pa.

The Mary Lyon School

Swarthmore, Pa. College preparatory, general.
Wildcliff, graduate school. Seven Gables, girls 6-12.
Mr. and Mrs. H. M. Crist, Principals, Box 1509

Birmingham School

In Pennsylvania Mountains. Certifies girls to Colleges
without entrance examinations. Also General Course.
Music, Art, Int. Decorating, Gymnasium, Pool, Ski-
ing, Riding, etc. Catalog—Box 125, Birmingham, Pa.

OGONTZ SCHOOL FOR GIRLS
near PHILADELPHIA

TRADITIONAL grace of finishing school with educa-
tional thoroughness. Two-year High School graduate
course. College preparation. Rydal Hall, girls 7-14.
Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

HARCUM

Ten miles from Philadelphia

Near Bryn Mawr College
COLLEGE preparatory, general academic
courses for girls. Certificate privileges. Grad-
uates now at 16 leading colleges. Graduate
school in separate building. Special ad-
vantages in music and art. Secretarial,
dramatics, dancing, Sports. Catalog. EDITH
HARCUM, Head of School, L. MAY WILLIS,
Principal, Box V, Bryn Mawr, Pa.

POCONO MANOR
SCHOOL

FOR GIRLS. High in the beautiful Poconos. Back-
ground of Friends' principles. Emphasis on courtesy,
character, scholarship, and health. Homelike sur-
roundings. Upper School, Lower School, post-grad-
uate courses. Special courses in Psychology, Music,
Art, Dramatics, Secretarial work, Progressive
methods, Experienced faculty. Dog sled teams.
Skiing, hiking, riding. Gymnasium. Catalog.
Grace Atkinson, Prin., Box V, Pocono Manor,
Monroe Co., Pa.

The COLBY SCHOOL for GIRLS

Junior College and College Preparatory.
Accredited Four-year Course Prepares
for all Colleges. Secretarial, Science,
Music, Art, and Journalism Courses. Healthful
Outdoor Life. Riding, Basketball, Field Hockey,
Winter Sports, Swimming.

Junior College Credits Properly Qualified
Students For Leading Women's Colleges.
Liberal Endowment allows moderate tuition rate.
Illustrated catalog on request.

H. Leslie Sawyer, Principal, Box 11, New London, N.H.

OAK GROVE
A QUAKER SCHOOL FOR GIRLS

Preparing For Leading Colleges and
Professional Schools
Courses in Music, Art, Expression and
Physical Education

Joyous Outdoor Life among Beautiful Maine Hills

Scholarship Health Courtesy Character

Address: Mr. and Mrs. Robert E. Owen, Principals
Box 121 Vassalboro, Maine

We shall consider it a privilege to aid you in
the selection of a school conforming to your
needs. The Condé Nast Educational Bureau

GODDARD
A GIRLS' SCHOOL IN VERMONT

College Preparatory, Secretarial Science, and Music Courses.
Healthful Outdoor Life. Modern Dormitory. Low Tuition.
The Principal, Goddard School, Box 24, Barre, Vt.

ROGERS HALL A Modern
With New England Traditions

Facing Rogers Fort Hill Park. 26 Miles from
Boston. College Preparatory, Academic and Special
Courses. Two-year Graduate Course. Gym. Pool. Out-
door Sports. Miss Olive Sewall Parsons, Lowell, Mass.

BANCROFT SCHOOL
FOR GIRLS

30th Year. Complete College Preparation. Individual Attention
to carefully selected group in Boarding Department of Progressive
Day School. Summer and Winter sports. Dramatics. Arts. Music.
Address Hope Fisher, Principal, Worcester, Massachusetts

HOWARD SEMINARY

Where
New England
Traditions
Count

Fifty-fifth Year. Preparation for All Colleges.

Accredited. Intensive review. General courses. Individual
attention. Junior College. Home Economics. Secretarial.
All Sports. Music. Art. Expression. Aviation. Endowed.
Moderate rates.

Lynn H. Harris (Ph.D. Yale), President
Box 17 West Bridgewater, Mass.

GIRLS' SCHOOLS

COLLEGE preparatory and cultural courses. Superior advantages in music. Attractive buildings. Separate cottage for younger girls. French, language of the house. Riding, sports. The school, in the beautiful Piedmont Valley near Washington, is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. It offers a fixed rate.

MLLE. LEA M. BOULIGNY, Principal
Box 18 Warrenton, Virginia

Warrenton Country School

GIRLS' SCHOOLS

KING-SMITH STUDIO-SCHOOL

MUSIC • DANCING
• DRAMATICS •
• LANGUAGES •
LITERATURE • ART

A Residential School
for Cultural and Profes-
sional Study . . .

Catalog, 1755 New Hampshire Ave.
WASHINGTON Washington, D. C. PARIS

GIRLS' SCHOOLS

SCHOOLS ABROAD—GIRLS



**MADAME REY'S
HOME SCHOOL**
28 rue La Fontaine, Paris
Unusual opportunities for
American girls. Strictly limited
enrollment. College prepara-
tion. Travels. Apply:
Mlle. Alice Rey
Women's City Club
22 Park Ave., N. Y. City

FINCH EUROPEAN SCHOOL

Versailles, France
Twenty minutes by motor from Paris.
Extensive travel or full school year in
Versailles with Paris advantages.
Students sail with chaperon the last week
in September. Address
Finch School, 61 East 77th Street, New York

WARD-BELMONT FOR GIRLS AND YOUNG WOMEN

Offers 4 years preparatory, 2 years college work. Fully accredited. Music, Art, Literature, Physical Training, Expression, Domestic Art, Secretarial. All sports including Riding. References required. For "The Story of Ward-Belmont," address Belmont Heights Box 605 Nashville, Tenn.

Roberts-Beach

Complete preparatory and general course. 70 girls from 16 states, also Panama and Sweden. 16 faculty members, 5 buildings. 20 acres, 6 miles from center of Baltimore. Catalog.

LUCY G. ROBERTS, Ph. D.
Box V8 Catonsville, Md.

Garrison Forest

Modern well-equipped school for girls. In the Green Spring Valley near Baltimore. College Preparatory. General Courses and Junior School. Art, Music, Hockey, Riding. Catalogue. Jean G. Marshall and Nancy Offutt, Principals, Box V, Garrison, Md.

EXMOOR SCHOOL

CORAL GABLES, FLA.
A thorough school with delightful home life. College preparatory, academic, post graduate courses. Music. Outdoor Sports. Catalogue.

VISITATION ACADEMY

FOR GIRLS
MOBILE, ALABAMA
Accredited. Delightful home life. Music. Outdoor Sports. Swimming Pool. Address Sr. Directress

TUDOR HALL

SCHOOL for Girls. Accredited. "College Boards" held at school. Music, Art, Riding. Modern fire-proof buildings. Catalog: Tudor Hall, Box V, INDIANAPOLIS.

Lindenwood College

STANDARD college for young women. Two and four year courses. Accredited. Conservatory advantages. 50 minutes from St. Louis. 104th year. Every modern facility. Catalog.
J. L. ROEMER, Pres., Box 430, St. Charles, Mo.

Frances Shimer

For girls and young women. 2 years College, 4 years Academy. Music, Art, Speech, Home Economics. 78th year. New gymnasium. Catalog. Wm. P. McKee, A. M., B. D., Pres., Box 650, Mount Carroll, Ill.

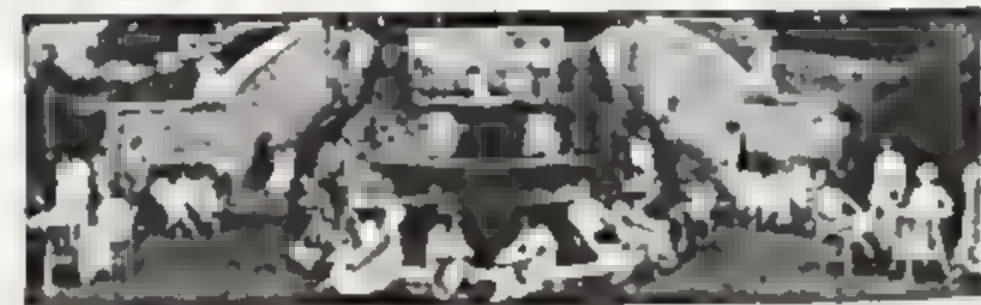
STARRETT SCHOOL

for GIRLS
College Preparatory, Junior College, Academic and Special Courses. 46th Year. Complete Music Conservatory. Athletics. Riding. Modern Fireproof Resident and Classroom Buildings. Address: Box 80, 4610 Drexel Blvd., Chicago, Ill.

Ferry Hall

1869—1930
JUNIOR COLLEGE and Preparatory School for Girls. Also general courses. Located thirty miles north of Chicago on Lake Michigan. Two new, beautifully appointed residence halls. Music, art, dramatics. Supervised sports. Riding, tennis, basketball, baseball, tobogganing. Gymnasium, swimming pool. Catalog.
ELOISE R. TREMAIN, Principal
Box 380 Lake Forest Ill.

Martha Washington Seminary



A JUNIOR COLLEGE for young women, on beautiful estate adjoining Rock Creek Park. Two-year courses for High School graduates. Secretarial Science, Household Arts, Dramatics, Music, Art, etc. Outdoor sports. Address Secretary, 3640 16th St., Washington, D. C.

FAIRMONT

For Girls. 32nd Year. College Preparation. Eight 2-Year Junior College diploma courses. Educational advantages of National Capital. Address 1703 Massachusetts Ave. Washington, D. C.

Marjorie Webster
SCHOOL OF EXPRESSION
AND PHYSICAL EDUCATION
Offering 2 and 3 year Normal courses leading to a Degree. Teachers in demand. Dormitories. Send for catalog.
Box V, 16th and Kalma Rd., Washington, D. C.

Arlington Hall A Junior College for Girls

100-acre park of woodland and meadow. High School, Junior College. Music, Art, Dramatics, Home Economics, Secretarial. Swimming, riding, tennis. Catalog. W. E. Martin, Ph.D., President. Penna. Ave. Station, Box 818-V, Washington, D. C.

GUNSTON HALL

1914 Florida Avenue, Washington, D. C.
For girls. Academic, Collegiate Departments. Music, Art, Expression, Home Economics, Secretarial. Est. 1892. Mary L. Gildersleeve, Mary B. Kerr, M. A., Principals. Richard N. Mason, Business Manager.

ARIZONA
RANCH SCHOOL
FOR GIRLS 10-16 yrs.
Fourth grade to College. Sports.
Hacienda del Sol, Box V, Tucson, Arizona

THE BISHOP'S SCHOOL

Upon Scripps Foundation. Boarding and day, for girls. Intermediate Grades. Prepares for Eastern Colleges. Caroline Selly Cummins, M.A., Vassar, Headmistress. The Rt. Rev. W. Bertrand Stevens, President, Board of Trustees. Box 12, La Jolla, California.

Girls' Collegiate School

Accredited college preparatory, general academic, post-graduate, Junior high school. Music, dramatics. Italian buildings among orange groves in Sierra foothills. Student government. Sports. 39th year. Catalog. Carol Mills, Prin., Box 15, Glendora, Cal.

VOGUE'S BOOK OF SCHOOLS Just Published

As a further help to parents, we have just published Vogue's Book of Schools. It discusses in detail the features that should be investigated before deciding on the type of school to which to send your child. Written by experts . . . backed by Vogue's many years of experience with educational problems, it covers all the important points of every kind of school. We will be glad to send you a copy of this book, and to answer any questions you may have about schools.

THE CONDÉ NAST EDUCATIONAL BUREAU
1928 Graybar Building, Lexington at 43rd, New York City

GIRLS' SCHOOLS

Junior College
and Senior High School
at Washington
Chevy Chase
Twelve Acre Campus, 27th year
Two-year college course for high school graduates. College preparatory and general courses. Home Economics, Secretarial, Interior Decoration, Dramatic Art, Music, Art, Expression. Strong faculty. Small classes. SUBURBAN COLLEGE WITH CITY ADVANTAGES
Outdoor sports. Swimming, Riding. For information write Mrs. F. E. Farrington
Box V Washington, D. C.

NATIONAL PARK SEMINARY
Junior College, College Preparatory, Elective Courses, Sports.
For booklet address: The Registrar (Box 89), Forest Glen, Md.

CO-EDUCATIONAL

EDGEWOOD
A School that Develops Imagination and Initiative and Prepares Efficiently for College. Co-Educational.
A School in a Unique Setting that Appeals to Modern Parents Who Want Progressive Education for Girls 12 to 16. For Fully Descriptive Catalog, Address E. E. Langley, Principal
35 Rock Ridge Greenwich, Conn.

SCARBOROUGH SCHOOL
A progressive country day school for Boys & Girls. 17th year. Located on Frank Vanderlip estate 29 miles from N. Y. C. College preparation. Athletics. Accredited. E. Deane McCusker, Box V, Scarborough-on-Hudson, N. Y.

EAST GREENWICH ACADEMY
On Narragansett Bay. Prepares for college or business. Co-educational. All sports. Separate Junior School. I. W. LeBaron, A.B., Ph.D., Box 5 East Greenwich, R. I.

"LA RUCHE" 5, Ave. d'Aligre, Chatou, S. & O., France
On the Seine. Offers girls profitable summer in a delightful home 15 minutes from Paris. French. Local Sightseeing. Travel and Sports. Moderate terms. For summer or winter information: Miss M. K. Fowler, 1112 Park Avenue, New York

COLLEGE MONTMORENCY FOR GIRLS
Preparatory for "Sorbonne Civilization" giving College credits, and "College Board Examinations." Beautiful residence, entirely French atmosphere. Travels. Social life. Apply Mme. Perrier, 19 Boulevard Montmorency Paris 16^e or Miss Davis, "Cotesmere", Mountain Lakes, N. J.

The Fontaine School CANNES
Mediterranean coast. Finishing courses. Intensive study of French. Cultural Travel. Music. Art. College preparation. Sports throughout year. Paris Branch. Director. Miss Fontaine, 22 Park Ave., N.Y.C. or Villa Montmorency, Cannes, France.

European Travel School for Girls

Your daughter's finishing year abroad, October to May. Travel, study and social opportunities combined. Holidays at St. Moritz and Cannes.

LILIAS S. BILL
Suite 313, 350 Madison Ave., New York, or Suite 2214, 230 North Michigan Ave., Chicago.

EXCEPTIONAL CHILDREN

BANCROFT SCHOOL FOR RETARDED CHILDREN
Modern equipment. Resident Nurse and Physician. Home environment. Individual instruction. Summer camp in Maine. Established 1883. Catalogue.
Box 345 Haddonfield New Jersey

PERKINS SCHOOL OF ADJUSTMENT
Scientific Understanding and Education of Children of Retarded Development. Unsurpassed Home and School Equipment. 79 Acres. Medical Direction. Franklin H. Perkins, M. D., Box 57, Lancaster, Mass.

THE CLARKE SCHOOL FOR THE DEAF and hard-of-hearing
An endowed school for boys and girls. All instruction given through speech and lip-reading. Normal Training Department. For full information address The Principal, The Clarke School, Northampton, Mass.

STANDISH MANOR Member Special School Ass'n.
A special school for backward girls. Individual instruction. Experienced teachers. Happy home life. Healthful location. Out-door and water sports. 30 acre estate. Alice M. Myers, Principal, Hazel G. Cullingford, Ass't Prin., Box C, Halifax, Mass.

The Devereux Schools
Separate schools for boys and girls. Juniors and Seniors. All grades in academic work. Athletics. Vacations. Congenial home life. Address Director, Helena Devereux Fentress, Box V, Berwyn, Pa.

THE WOODS' SCHOOL
For Exceptional Children Three Separate Schools
GIRLS BOYS LITTLE FOLKS
Camp with Tutoring. Booklet.
Box 169, Langhorne, Pa.
Mrs. Mollie Woods Hare, Principal

The Mary E. Pogue Sanitarium and School
Wheaton, Illinois Founded 1903
For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25 acre estate. Gratifying results. Many students have continued work in academic schools.

SHOULD you wish further and more detailed information about any of these schools after writing for their catalogues, the Condé Nast Educational Bureau will gladly confer with you in order that you may select more easily the particular school for your particular needs. There is no charge for this service.

The Condé Nast Educational Bureau
1928 Graybar Bldg., Lex. at 43rd, N. Y. C.

BOYS' SCHOOLS

For young boys

SUCCESSFUL scholastic program fitting boys for St. Paul's, Kent and similar outstanding preparatory schools. Small classes. Boys 8 to 15. Resident and day. Masters Oxford and Cambridge graduates. Intimate, homelike care. Catalog. V. Willoughby Barrett, Headmaster, Box V, Tarrytown, New York.

Repton School

St. John's School

Prepares boys for College and Business. Military training. Supervised study and athletics. Separate School for boys under 13. Fully Accredited. For Catalog address:

WILLIAM ADDISON RANNEY
Ossining-on-Hudson, N. Y.

Under Lake Placid Club Education Foundation
NORTHWOOD

In the Heart of the Adirondacks
Unusual success in preparing for college work. Modern methods. Winter sports. Junior and senior schools.
Ira A. Finner, Ed. D., Box V, Lake Placid Club, N. Y.

IRVING SCHOOL FOR BOYS

in historic Irving Country, 93rd year. Prepares for all colleges. Accredited. Catalog. Box 930, Tarrytown-on-Hudson, N. Y.
Rev. J. M. Furman, L.H.D., Headmaster.

BERKELEY-IRVING SCHOOL

A Select Day School for Boys
51st Year. From Primary to College. Small classes. Individual instruction. School bus. Swimming pool. Gymnasium. Physical training. Catalogue.
311 West 83rd St., N. Y. City Tel. Endicott 5639

PEEKSKILL

1833 MILITARY ACADEMY 1930
Thorough College Preparation. Business Courses. \$1,500,000 equipment. Address J. C. Bucher, A.M., or C. A. Robinson, Ph.D., Box V-4, Peekskill-on-Hudson, N. Y.

In considering private schools for your boy or girl, you will find a selection of the best schools in these pages.

DEVITTE MILITARY ACADEMY

\$60. Monthly. Boys 6 to 16. Military training. Primary through High School. 70 acres. Open 12 mos. 32 miles to N.Y.C. Catalog. Mjr. L. De Vitte, Box O, Morganville, N. J.

WENONAH MILITARY ACADEMY

2 miles from Philadelphia. College entrance business and special courses. Horseanship under instruction of Equestrian, French school for juniors. For Catalog and View Book write to the Registrar, Box 405 Wenonah, New Jersey

FREEHOLD MILITARY SCHOOL

The School with the Personal Touch
Boys 6-15. Modified military system stressing obedience, self-reliance. Supervised study and play. Maj. C. M. Duncan, Prin., Box 89, Freehold, N. J.

PEDDIE Preparation for College Entrance Board Examinations. Six Forms including two grammar grades. Boys from 30 states. Modern buildings. 150 acres. Athletics for every boy. 9-hole golf course. 65th year. Summer Session July 14-August 30. Box 8V, Hightstown, N. J.

LEE-HAMILTON

A Junior School for Boys

Boarding and day. Second grade through second year high school. Beautiful, completely modern buildings facing the ocean. Faculty of experienced men. Trained nurse. Outdoor sports. Summer camp. For catalog address

Mr. Edmund Burke Whelan, Box V, Elberon, N.J.

BLAIR ACADEMY

A School for 300 Boys
Beautiful Location 65 Miles from New York. Graduates in Leading Eastern Colleges. Thorough Preparation for College Board Examinations and Certificates. Junior School for 7th and 8th Grades.

Excellent Equipment. 310 Acres. Gymnasium. Pool. Athletics for all Boys. Golf Course. For Catalog Address The Headmaster
Charles H. Breed, Ed. D., Box K, Blairtown, N. J.

THE HUN SCHOOL

Successful preparation for all colleges. National patronage. Boys directed by faculty of ability and wide experience. All athletics, new gymnasium. Write for catalog.

JOHN G. HUN, Ph.D.

103 Stockton Street, Princeton, N. J.

MUSIC

New England
CONSERVATORY
OF MUSIC

George W. Chadwick
Director

Year Opens
September 18, 1930

BOSTON, MASSACHUSETTS

Courses Leading to Degrees and Diplomas in Major Subjects; Normal Dept., Soloist Courses.

Major Subjects: Pianoforte, Organ, Voice, Violin, Violoncello, Viola, Contrabass, Harp, Wind and Percussion Instruments.

Theoretical Subjects. Solfeggio, Harmony, Harmonic Analysis, Theory, Counterpoint, Canon and Fugue, Composition and Instrumentation.

Departments: of Public School Music; Languages; Dramatics; Ensemble Playing. Operatic Training; Free Lecture Courses.

Pupils Received for a Single Subject as well as for Full Courses

Address: RALPH L. FLANDERS, General Manager, Huntington Avenue, Boston

Conservatory Orchestra and Chorus. Participation for advanced instrumental and vocal pupils in symphonic and operatic concerts.

Radio Broadcasting. Practical experience from licensed station in our building.

Recently enlarged, the Conservatory contains: Three Concert Halls; One Hundred Instruction Rooms; Fifteen Pipe Organs.

Dormitories for women students. Catalogue on request.

BOYS' SCHOOLS

For Illustrated Catalog and Booklets Address
A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

ROXBURY

A Boarding School for Boys

Sound educational methods have brought success to Roxbury and to the boys it has prepared for College.

An experienced faculty insures highly skilled teaching and continuity of training.

Individual attention and instruction in small groups gives the fullest opportunity for each boy.

Steady progress is promoted by a flexible program adapted to the individual boy.

Regular and healthful school life is provided by a well organized school regime.

Summer Session August and September.

Junior Department for Younger Boys

CURTIS

Boys 9-14. Thorough elementary training. Restricted enrolment. Entire personnel under one roof. Men and women instructors with parental attitude. Boys given character building responsibilities. Winter sports. 50 acres in Berkshire foothills. Tuition \$1200. 55th year. Unique features in catalog. Head Master, Box V, Brookfield Center, Connecticut.

RECTORY SCHOOL

For boys 8 to 14

Prepares for all leading secondary schools. Supervised athletics. Home care. Rate \$1400—no extras. Write for catalog.

Rev. and Mrs. F. H. Bigelow Pomfret, Conn.

Westminster Junior School

For Boys 11 to 15 Years. Preparatory to Westminster School. Frank J. Watson, Headmaster Westminster Junior School. Raymond Richards McOrmond, Headmaster, Westminster School, Simsbury, Conn.

RIDGEFIELD

Accredited college preparatory school limited to 60 boys. In the foothills of the Berkshires. 50 miles from New York. Address: Theodore C. Jessup, Ridgefield, Conn.

THE ASSOCIATION OF MILITARY COLLEGES AND SCHOOLS OF THE UNITED STATES
Illustrated Booklet sent on request
FIVE PARK ST. (Room 70)
Boston Mass.

TOME

For Boys. 12 to 20. Endowed. Accredited. College Preparatory and Business Courses. Wood and Metal Shops.
Catalog:—Box 80
Port Deposit, Md.

DONALDSON

An Episcopal School near Baltimore and Washington. Preparation for college. Boys 10-18. 180 acres. New fireproof dormitory. Headmaster, Richard W. Bomberger, M.A., Box 36, Ilchester, Md.

BORDENTOWN

MILITARY INSTITUTE
College preparation. Small classes. Boys taught how to study. E.O.T.C. 46th year. Catalogue. Col. T. D. Landon, Drawer C-13, Bordentown, N. J.

MUSIC

DANCING

ROSETTA O'NEIL
DANCING

Classic—National—Folk—Rhythmic—Ball Room
"To Miss O'Neil I owe my success"
Mrs. Vernon Castle

746 Madison Ave., N. Y. Phone Rhinelander 6770

NED WAYBURN

DANCING for Stage and Ballroom
Children—Adults—Reducing—Courses—Booklet FREE. NED WAYBURN Institute of dancing. New York, 1841 Broadway (on 60th St.). Chicago 606 S. Michigan Blvd.

DRAMATIC ARTS

FEAGIN'S SCHOOL OF DRAMATIC ART

Courses in Acting, Play Producing, Teaching, Radio, Talking Pictures, Diction, Cultural Courses. Develops Personality. Evening Classes. Children's Classes. Fall Term opens September 22
Catalog. 601-B Carnegie Hall, New York

AMERICAN ACADEMY For 46 years of DRAMATIC ARTS the leading institution for Dramatic and Expressional Training in America.
Fall Term Opens October 27th
Secretary 251-H Carnegie Hall, New York, N. Y.

SECRETARIAL TRAINING

KATHARINE GIBBS

A school of unusual character with a distinctive purpose for educated women

SECRETARIAL EXECUTIVE ACADEMIC

NEW YORK

247 Park Avenue
Resident and Day

BOSTON

90 Marlboro Street
Resident and Day

PROVIDENCE

155 Angell Street

For catalogue address Executive Secretary

Moon's School

Private Secretarial and Finishing Courses. One to three months. Coaching in Stenography, Secretarial Duties, Accounts and Banking.
521 Fifth Ave. at 43rd St., New York. Van. 3896

BALLARD SECRETARIAL COURSE

Established 58 years
Central Branch
610 Lex. Ave. at 53rd St. Y. W. C. A. New York City

MISS CONKLIN'S
SECRETARIAL SCHOOL

105 West 40th St. New York

FINANCIAL TRAINING

FINANCIAL TRAINING
FOR WOMEN

A course of utmost importance to women who expect to handle their own investments or who may wish now to enter business. Small classes with individual instruction. For complete information, write Winslow L. Webber, Sec., Webber College, Babson Park, Mass.

CHILDREN'S SCHOOLS

Miss Macfarlane's

CLASSES FOR YOUNG CHILDREN
Pre-Primary and Primary
158 East Fifty-Sixth Street
Plaza 0278 New York

WHYTEHILL GROUPS

Pre-school and primary classes for boys and girls.
MRS. M. C. WHYTE, Director
50 East 64th Street New York City

FORNACHON HALL

Boarding school for girls 4-14. (Boys 4-10). Thorough education. Individual training. Progressive methods. Homelike surroundings. Outdoor activities. 22 miles from New York. Catalogue. Louise V. Carr, Pd. B., B. So. Prin., RIDGEWOOD, N. J.

BOYS' SCHOOLS

MILFORD
FOR COLLEGE PREPARATION

Unusual success in preparing boys for College Entrance because we specialize in just this one thing—COLLEGE PREPARATION.

Successful entrance to Yale, Harvard, Princeton, Mass. Tech, Dartmouth, etc. Usual two years' work in one year. This progress made possible by tutorial methods, teaching "How to Study," and classes limited to five.

All athletics. Catalogue and examination record on request.

Write Box V, Milford, Conn.

CHESTNUT HILL

Complete equipment with Chapel, Library, Dormitories, Gymnasium, Swimming Pool and Recreation Building. Excellent health record. Catalog. T. R. Hyde, M.A. (Yale), Headmaster, Box V Chestnut Hill, Penna.

OAK LANE Country Day SCHOOL

New Residence Department for Boys. A large progressive country day school with limited boarding group under competent masters. Address: William B. Curry, Oak Lane, Philadelphia, Pa.

WASSOKEAG SCHOOL

A Tutorial Preparatory School and junior college. Six college teachers for 20 boys. Program of two academic years completed in one calendar year. Lloyd Harvey Hatch, Headmaster, Dexter, Maine.

STAUNTON Military Academy

One of the most distinguished schools in America preparing for Universities, Government Academies, Business. Superb disciplinary training equaled by academic excellence. Col. Thos. H. Russell, B.S., LL. D., Pres., Box V. (Kable Station) Staunton, Va.

MILITARY ACADEMY

(On Lake Maxinkuckee)
Prepares boys for college and for citizenship. Catalog.
480 Pershing Place Culver, Indiana

NORTHWESTERN Military and Naval Academy

For 195 boys. 6 vacancies in 2nd year, 15 in 1st year high school classes. Good character and scholastic ability required.
Col. R. P. Davidson, Supt., Lake Geneva, Wis.

EL CORONADO RANCH AND SCHOOL

for boys 13-18 years of age. Chiricahua Mountains, Southern Arizona. College Preparatory, horseback riding, swimming and camping. Address R. E. Souers, Headmaster, Douglas, Arizona.

DOMESTIC SCIENCE

The Lesley School of Domestic Science

Professional and practical courses. Prepares for teaching position, position for dieticians and tea rooms. College credits lead to degree of Bachelor of Science. Four Dormitories.
Address Secretary, 39 Everett St., Cambridge, Mass.

APPLIED ARTS

INTERIOR DECORATION

FOUR MONTHS PRACTICAL TRAINING COURSE

Period and Modernistic styles, color harmony, draperies and all fundamentals. Personal instruction by New York decorators

RESIDENT DAY CLASSES
start Oct. 3rd . . . Send for Catalog 7R

HOME STUDY COURSE
starts at once . . . Send for Catalog 7G

NEW YORK SCHOOL OF INTERIOR DECORATION
578 Madison Ave. Est. 1916 New York

FINE & APPLIED ARTS

Register Now For Autumn Session
Beginning September 3rd
N. Y. School of Fine & Applied Art
(Parsons)
William M. Odom, President

Only International Professional School of Interior Architecture and Decoration; Costume Design and Construction; Graphic Advertising and Illustration; Teachers Training, etc.

Paris Ateliers Founded 1920
Annual Research Work in Italy

CATALOGUES AND INFORMATION
ON REQUEST

Address Box V, 2239 Broadway, New York



FALL SESSION
BEGINS SEPT. 3rd
EVERY SUBJECT EVERY DAY
INDIVIDUAL PROGRAMS
TO FIT INDIVIDUAL NEEDS

CHICAGO ACADEMY OF FINE ARTS
CARL WERTZ DIRECTOR
18 SOUTH MICHIGAN AVE. CHICAGO

GRAND CENTRAL SCHOOL OF ART

INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Day and Evening classes. Catalogue
Room 7002, Grand Central Terminal, N.Y.C.

METROPOLITAN ART SCHOOL

MICHEL JACOBS, Director, 58 W. 57 St., N. Y.
Author of "The Art of Color" & "The Study of Color"
LIFE—PORTRAIT—POSTER—COSTUME and
FABRIC DESIGN—INTERIOR DECORATION—ILLUSTRATION.

School enlarged double former capacity

N. Y. SCHOOL OF DESIGN

New courses; new ideas. Fine Arts, Illustration, Commercial Art, Fashions, Interior Decoration, Advertising Art and Layout, Styling, Window, Day, Night classes. Catalog V. 625 Madison Ave., New York.
New School of Design, 581 Boylston St., Boston



PHOENIX ART INSTITUTE

Faculty of outstanding artists as Fogarty, Booth, Humphrey, Biggs.
Commercial Art, Illustration, Painting, Summer Term. Bulletin V.
350 Madison Avenue, New York, N. Y.



MASTER INSTITUTE OF THE ROERICH MUSEUM

MUSIC—PAINTING—SCULPTURE
ARCHITECTURE—OPERA CLASS
BALLET—DRAMA—LECTURES
Catalog V, 310 Riverside Dr. (Clark 1717) N.Y.C.

NATIONAL SCHOOL OF FINE AND APPLIED ART

Interior Decorating, Color, Costume, Commercial Art, Poster Design, Dynamic Symmetry, Life sketch class, Dormitory. Catalog. Felix Mahoney, Pres.
Dept. V, Connecticut Ave. and M, Washington, D.C.

VESPER GEORGE

SCHOOL OF ART—300 STUDENTS
Profusely illustrated booklet
42-44 St. Botolph Street Boston, Mass.

USE THESE PAGES AS A GUIDE in writing for school catalogues . . . and remember that The Condé Nast Educational Bureau is fully equipped to give advice for the very usual or for the very exceptional case.

SCHOOL OF THE MUSEUM OF FINE ARTS

Studios and classrooms for 400 pupils. Courses in Drawing, Painting, Modeling, Design, Jewelry and Metal Work. Traveling scholarships. 54th year. Illustrated booklet. 226 Fenway, Boston, Mass.



DESIGNERS ART

Day, Evening, and Saturday Morning Classes.
Send for Catalog E
376 Boylston St. Boston, Mass.



ART SCHOOL OF THE DETROIT SOCIETY OF ARTS AND CRAFTS

Accredited. 3 and 4 yr. courses. Drawing, Painting, Modeling. Catalog on request. 51 Watson St., Detroit, Mich.



THE PENNSYLVANIA MUSEUM'S SCHOOL OF INDUSTRIAL ART



PREPARATION for professions in art as related to industry. Emphasis on fundamentals and individual expression in art. Design and its application to industrial and commercial projects. Research and practical experience. Day School, 4-year course. First year class limited to 175. Evening classes. Art Department and Textile Department. Catalogs on request.
326 S. Broad St., Philadelphia

The Traphagen School of Fashion
Intensive Eight Months' Winter Course
All phases from elementary to full mastery of costume design and illustration taught in shortest time consistent with thoroughness. Day and Evening. Saturday courses for Adults and Children. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our employment bureau. Send for Catalog V.
In Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes were awarded to Traphagen pupils with the exception of one of the first three prizes.
1680 Broadway (near 52nd St.) New York

Designing and Millinery

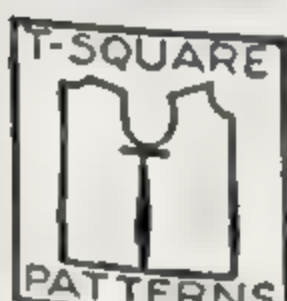
Draping, Dressmaking, Pattern Cutting. Individual instruction in Trade Methods for Wholesale and Retail. Also for personal use. Day and Evening Classes. Call or Write now for particulars. Est. 1876. No branches. Visitors welcome.

THE McDOWELL SCHOOL

71 West 45th Street New York City

INTERIOR DECORATION—Practical—Professional 4 Month Term Day-Evening Classes. Home Study Course. Free Booklet: "What A Decorator Should Know".
WINTER INSTITUTE of Decorative Arts & Technology
EST. 1916
261 West 70th St., N. Y. C.

FASHION STUDENTS LEAGUE
Costume Art-Fashion Illustration Day, Evening Classes. Catalog
58 W. 52d St. NEW YORK CITY



CHARLOTTE DESIGNING SCHOOL
PARISIAN METHOD
Dress Designing. Pattern Drafting. Complete Course. Correspondence Course. Catalogue. 23 years' experience in designing.
816 Conn. Ave., Washington, D. C.

CHAMBERLAIN SCHOOL OF EVERYDAY ART

Style Advising—A New Profession for Women. Limited Enrollment. References Required.
739 Boylston St., Boston, Mass.

You will confer a favor on Vogue by mentioning its name when addressing schools

Established
Place Vendôme since 1853

AINE-MONTAILLÉ

has always been in the forefront of fashion. The elegant lady can see there the best choice of

Dresses, Coats and Hats

which all please by their simplicity and their Parisian style.

All the models of Aine-Montailié can be supplied from stock or made to order.

AINE-MONTAILLÉ

Place Vendôme
PARIS

and 27 et 29, Faubourg Saint-Honoré

Branch in Cannes,
7 Square Méricée



THE SHOPS OF VOGUE IN PARIS



camille roger
6.rue de la paix.paris



LEDA
PARIS
5. RUE DROUOT
59. FAUB. ST-HONORÉ
(entrance 29, Av. Marigny)
LE TOUQUET-DEAUVILLE
Her leather coats
Her rain coats

HIGHWAYS and BUYWAYS of PARIS

SHOULD you arrive in Paris with only your travelling clothes and suddenly decide to go to the seashore or to the country for the week-end, you will find very attractive ready-made dresses for warm autumn days at Beresford, on the corner of the rue Duphot and the rue Saint-Honoré. Simple, but smart models made of crêpe de Chine in various colours, with hand-drawn work and hemstitching may be had here. Other simple little dresses for country and beach wear are very wearable and are available in blue, yellow, and green linen, with pleated skirts and white linen or piqué collars. Washable dresses for country and beach wear may also be found at Au Gagne-Petit, 23 avenue de l'Opéra. A large selection, in all sizes, of linen, piqué, and washable silk will be found at very low prices. This shop has, also, beach pyjamas of plain and printed linen.

WHEN well designed and in good taste, imitation jewellery can be very smart, for both day and evening wear. Crysia, 239 rue Saint-Honoré, has a varied assortment of imitation jewellery and will make special designs of anything you wish in the way of necklaces, earrings, rings, or bracelets.

READY-MADE shoes are sometimes a problem for the American woman in Paris, because of the difference in the last of the French and American shoe. However, Aux Trois Quartiers, the large department store in the boulevard de la Madeleine, has a shoe department that is worth a trial, for, here, they have a complete stock of ready-made shoes, which are attractive and reasonable in price. There are all sorts of shoes for town wear, in different shades of lizard and kid, and, for country, sports, and beach wear, classic Oxfords in brown and white and sandals of Panama or white canvas.

AT most of the shops in Paris catering to children, it is necessary to have fittings and wait a week or ten days before delivery of the children's made-to-order clothes, just as with grown-up clothes in the bigger dressmaking shops. But Le Trousseau de Bébé, at 53 rue de Rome, is a specialty shop in Paris where one can find a large stock of excellent ready-made children's clothes and shoes, in all sizes up to five years of age.

AT Venini et Cie, at 19 place de la Madeleine, are to be found many examples of wonderful Venetian glassware. The shop is like a small museum, for there is only one model for each object, from which orders are taken, to be executed in Venice.

**miler
sœurs
couture**



**75,
fg saint-honoré
paris**

MARIA GUY
modes
8 Place Vendôme

*Le Touquet
Cannes*

Paris

M^{me} Alexandre

Gowns—Lingerie—Tea Gowns

Sport Modes
Bathing Suits

PARIS
5. Rue des Filles-St-Thomas
(Place de la Bourse)

DEAUVILLE
Ciro's Building
89, Rue Désiré-le-Hoc.

ABROAD

Now you can get AMERICAN VOGUE in Europe. Besides British Vogue, and French Vogue, published in London and Paris, copies of the American edition of Vogue may be obtained abroad at the following book-stalls: MADRID: Sociedad General Española de Librería, 25 Calle de Ferraz. PARIS: Brentano et Cie, 37 avenue de l'Opéra; Librairie Galignani, 224 rue de Rivoli. BERLIN: R. Netke, 1 Leipzigerplatz, Berlin W. 9. BRUSSELS: Salon des Modes de la Librairie Dechenne, Passage du Prince (Galeries Saint Hubert). VIENNA: Hermann Goldschmidt, Wollzeile 11. ROME: Tito Adriani. Via del Tritone.

THE SHOPPERS' AND BUYERS' GUIDE

AUCTION & CONTRACT BRIDGE

SHEPARD'S STUDIO, INC., 34 E. 50th St., N.Y. "Only College of Bridge." Expert instruction either Auction or Contract. Individuals or classes, all grades of players. Teachers' Course. Tel. Plaza 4188

ELIZABETH B. BANFIELD, Lessons in Contract or Auction Bridge. Individual or class lessons. Special course by mail \$5.00. 27 West 72nd Street, New York City. Telephone Endicott 2877

MURIEL PARKER BRIDGE STUDIOS—157 West 57th Street will be closed during July and August. Will reopen September 1st. Teaching in Jamestown, R. I. during summer. Address Calvert House

WYNNE FERGUSON, recognized authority. School, games, instruction every day. Contract Book 75 cents. Only authentic laws. Perfect bidding system. 200 W. 57th St., N. Y. C. Circle 9437

BAGS

AN UNUSUAL SHOP for the repairing, framing and remodeling of high grade bags of every description. Jewelry, missing stones matched and bead restringing. A. L. Workman, 1 W. 34th St., New York

LADIES' HAND BAGS. Exclusive Models Made to Order in Aubusson tapestry, Needlepoint, Petit Point & Beaded bags. Recovering a spec. Send for catalog. Wm. Nibur, 2432 B'way—510 & 669 Mad. Ave., N.Y.

BEAUTY CULTURE

I CAN MAKE YOU LOOK 15 to 20 years younger. Done in the privacy of your own home. Call-write-wire. Sadie MacDonald, 1480 Broadway, Bryant 5859—Room 1001. Phone for special appointment

EYEBROWS & LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 75c at Spiro's, 26 West 38th St. & 35 West 46th St., N. Y.

MME. JULIAN'S HAIR DESTROYER eradicates all superfluous hair (with follicle). No electricity or poison. Established 1869. Address Mme. Julian, 34 West 51st Street, New York City

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave. Room 709, New York City. Telephone Wisconsin 7889

ANN WARING, R.N. Expert in removing superfluous hair—scientifically and successfully—by the method of multiple electrolysis. Personal attention. 210 West 78th St., N. Y. C. Tel. Endicott 7129

ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N. Y. Long. 6337. Also Chicago—Minneapolis

MME. LOUISE HERMANCE is the one and only originator of the scientific method of face lifting without surgery or operation. Write for free booklet V-8. Ortosan Company, 62 West 57th St., N. Y.

SUPERFLUOUS HAIR REMOVED by my new painless Electrolysis, regardless thickness. Physicians acclaim it only satisfactory method. Natalie Tovim, Reg. Nurse, 57 West 57th St., N.Y.C. Wickersham 3841

MASKOFF FACE PEEL painlessly lifts off entire outer skin (and its blemishes) in form of mask. Talk with patients; see results. Booklet for stamp. J. C. Gustavson, 162 West 54th St., N. Y. C.

BON VOYAGE & GIFT BASKETS

ALICE H. MARKS, 19 East 52nd Street is showing a new assortment of Gift Baskets & Packages containing delicious tit-bits to tempt the most fastidious. Mail orders given special attention. Plaza 7282

PLAYLAND GIFT SHOP—686 Madison Ave., N.Y. Easily solves your steamer gift problem. Baskets originally planned containing imported goodies & clever pastimes. Wire, phone or write. Regent 1619

CAMERAS & ACCESSORIES

MOVIE CAMERAS & ACCESSORIES for the amateur. A complete line including Filmo and Cine Cameras on display at Willoughby's. 110 West 32nd Street, New York City

CATERERS & CONFISEURS

MARESI-MAZZETTI, 105 West 49th St., N.Y. Circle 2070; branches, Brooklyn, Forest Hills, Westchester & Quogue. Catering for all occasions—any distance. Ice cream, pastry, candy, bon voyage boxes, novelties

THE SHOPPERS' & BUYERS' GUIDE relieves you of much of the fatigue of shopping. As a Vogue reader you can use these announcements knowing that you will receive most satisfactory and courteous attention

CHILDREN'S & MISSES' THINGS

NANA LTD., 24 East 66th Street, New York City. Infants' and children's Dresses, Suits, Coats and Hats made to your individual order from our original models, from infancy to 14 years

FRENCH IN CHIC, painstaking workmanship, are Nanine's Children's Clothes. Girls to 12, boys to 6. Charming layettes & nursery accessories. Stunning negligees for women. Nanine, 510 Madison Ave., N.Y.

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China, New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CHINTZES

THE CHINTZ SHOP—427 Madison Avenue, New York; 114 South 20 St., Philadelphia; 1923 Madison Road, Cincinnati; Barnstable, Mass.; 840 North Michigan Avenue, Chicago

A Reference Directory of Uniform Advertisements

Classified for the Convenience of the Reader

CLEANING & DYEING

KNICKERBOCKER Cleaning & Dyeing Company. High class cleaners and dyers. Main office 402 East 31st Street, New York City. Branch offices in New York, New Rochelle, Greenwich and White Plains

CORSETS & BRASSIERES

LOUISE GREENWOOD, CORSET EXPERT. Every description corset, corselette, brassiere—Imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N.Y. Long. 8173

EMMA E. GOODWIN INC. Corset Specialist. New models accenting the long tapering outline which fashions demand—marvels of corset engineering. Illus. on request. 13 E. 37th St., N. Y. Caledonia 9393

MISS ELEANOR, FORMERLY with MME. BINNER. Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N.Y.

MADAME CLAFF SHOULE. Corsetry in the modern manner without lessening comfort. Brassieres, Lingerie, Negligees. Tel. Volunteer 0136. 12 East 48th Street, New York City

DETECTIVE SERVICES

WM. A. MARTIN, CONFIDENTIAL INFORMATION of any nature secured. Services available anywhere. Registered. 7 East 42nd Street, New York City, N. Y. Suite 704, Murray Hill 3406

DRESSMAKING & REMODELING

THE MENDING SHOP. French gowns copied; suits, frocks & wraps remodeled & restyled. Your wardrobe made smart & wearable. Miss H. Redding Coughlin, 17 E. 48th St., N.Y. No Branches. Tel. Wickersham 9491

GOWNS REMODELED. Made to Order, reasonably priced. Exclusive frocks smartly designed, fine workmanship. Beading & rebeading gowns a specialty. Mail orders. Mme. Nobele, 64 West 51st St., N.Y. Vol. 4851

EMPLOYMENT AGENCY

SELECT YOUR DOMESTICS from an organization which for over 40 yrs. has solved this problem for America's finest families. Lang & Boecherer, 64 West 48th St., New York City, Bryant 5180

ENTERTAINMENT

CHILDREN'S ENTERTAINMENT BUREAU. Also known as "The Party Factory." Everything for Children's Parties from sending the invitations to picking up the last broken balloon. Favors—Decorations—Plans—Magicians—Trained animals—Games—Punch and Judy. Out-of-town entertainments arranged. Saks-Fifth Avenue, New York City. Telephone Plaza 4000, Extension 165

HOROSCOPES—Interviews by appointment \$5.00. Written Horoscope \$10.00. Give date, hour and place of birth. Write for information. Frances M. Courtney, 21 Fifth Avenue, New York. Gramercy 3796

PUNCH & JUDY SHOW, MAGICIAN with live rabbit and dove. Ventriloquist (two dolls) available children's parties. Ambrose Jeffries, 44 Eldert Street, Brooklyn, New York. Foxcroft 3575.

FLESH REDUCING

REDUCE WEIGHT & CORRECT THE FIGURE without diet or medicine. We possess every device. Electrical & Mechanical, for successful treatment. Dr. Savage Institute, 122 E. 42nd St., Cal. 6284

FURS

RICHARD KOPPEN formerly with Gunthers. Specializing in fine quality Mink & Caracul coats. Authentic styles. Prices conservative. \$95 to remodel & reline Hudson Seal Coats. 17 W. 45th St., N. Y. Bry 3368

HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, over 12 years New York's leading Permanent Wave Specialist. All Methods. Becoming individual effects. Mr. Schaeffer supervises all work. J. Schaeffer Inc., 590-5th Ave., at 48th, N.Y. Bry. 7615

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Haircuts. Charles Bock, 20 East 57th Street, N. Y. Plaza 5610

HENRY—HAIRDRESSER, 3 West 46th Street, N. Y. Catering to ladies who are particular. Specializing in permanent waving and exclusive transformations. Bryant 2479, Medallion 9252

HAIR & SCALP SPECIALIST

ANNA S. BURKE—Hair & Scalp Specialist. Over 20 yrs. on 5th Ave. Effective Swedish treatment. Beneficial for headaches and over-wrought nerves. 522-5th Ave., at 44th St., N.Y. Tel. Vanderbilt 2536

THE SHOPPERS' & BUYERS' GUIDE will make your shopping easier. Identify yourself as a Vogue reader, and you can be sure of immediate and courteous attention in any of these shops.

HAIR COLORING

GRAY HAIR—Colors quick in one application, B. Paul's Henna Compound of Henna and other ingredients, 14 shades. Will not rub off. P. P. \$1.10 Shop applications. B. Paul, 6V, 21 W. 39th St. N.Y.

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physician. Mary Greene, 1 East 53rd St., N. Y. C. Plaza 0591

HAIR GOODS

MANUEL TRANSFORMATIONS, slight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N. Y.

HANDWRITING ANALYSIS

CHARACTER READINGS FROM HANDWRITING. Make smart dinner favors and unique anniversary gifts. \$1.00, \$5.00, and \$10.00. Louise Rice, 258 West 12th St., N. Y. Watkins 9880

HEMSTITCHING, PLAINTING, BUTTONS

SMITH formerly of the late SADLEIR announces removal to new premises. Dry cleaning & dyeing. Hemstitching & pleating 24 hours service. Mail orders. Catalog. E. V. Smith, 38 West 24th St., N. Y. C.

FRENCH CLEANING. Dyeing. Pleating. Hemstitching. Buttons covered. Beaded dresses, bags, repaired. Hats cleaned, blocked. Embroideries. Mail orders. Est. 25 yrs. United Royal Art, 34 W. 34 St. Penn. 1029

INTERIOR DECORATOR

CURTAINS, DRAPERIES, BEDSPREADS. Furniture made to order. Entire homes furnished. Ask for suggestions & estimate. Out-of-town trade invited. Bryant Studio, 71 W. 45th St., N. Y. Bryant 3998

JEWELRY BOUGHT

CASH FOR JEWELRY. Diamonds, Gems, Gold, Silver, new or broken. Prices now exceptionally high. Est. 1893. Mme. Naftal, 69 West 45th St., New York. Telephone Bryant 6268-6269

LACES

E. ZALLIO—Antique & Modern Laces, Linen, Bridal, Boudoir Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. Est. 1905. 561-5th Ave., N.Y.

VOGUE offers you this classified Guide as a convenience when shopping. Here you will find many interesting and out-of-the-way shops. Patronize them once, and you will return many times

LADIES' TAILORS

J. Tuzzoli, 18 E. 53rd St. (form. 27 W. 46th), N.Y., makes a suit for \$65.00 which cannot be duplicated under \$125.00. Quality and material faultless in make & fit. New models now ready. Furs remodeled

FABRICANT—50 West 57th St., N. Y. We will make tailored suits, fitted to your figure, at specially reduced prices. Fur garments remodeled at reasonable rates. Telephone Circle 9317

LINENS

THE LINEN CHEST—894 Madison Ave., N. Y. Rhinelander 9247. Trousseau, Monograms, Blankets, Quilts, all kinds of household linens. Mail orders. Jane Thomson Bausman and Mary Halstead Stem

LINGERIE

PRIVATE SHOWING AT YOUR HOME—by appointment. Fine underthings, pajamas, hankies, gloves, girdles. 51" Ingrain hose \$1.75 pr. Catalogs sent. La Femme Mordaine, 805 Lex. Ave. (62 St.) N.Y. Reg. 4905

MATERIALS

SCOTCH AND ENGLISH TWEEDS—by the yard or costumes made to order here or in England. Samples sent upon request. Macdougalls of Inverness, Inc., 775 Madison Avenue, New York City

MENDING & REPAIRING

MOTH HOLES. Tears, Burns on garments made invisible by weaving. Shine on clothing permanently removed. Guaranteed Damage Weaving Co., 146 Fifth Ave., bet. 19th and 20th Sts., N. Y. C.

FRENCH METHOD. Moth holes, tears and burns in woolen clothes made invisible. Hand process. Fine table cloths a specialty. French Invisible Mending and Weaving, 1144-6th Avenue, New York

PARISIAN INVISIBLE MENDING & WEAVING Co. Damaged clothes re-woven absolutely invisible. Valuable damasks and fine linens a specialty. 64 West 51st Street, N. Y. C. Volunteer 7964

MILLINERY

REMODELLER OF HATS "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 5 W. 50th St., N. Y. Vol. 2990

NORMA CHAPEAU. Imported felts & soleils draped to fit the head for the individual, smart lines modeled according to features, emphasizing personality with chic. 379-5th Ave., N. Y. Caledonia 4953.

MOURNING APPAREL

ARTHUR MULLEN, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 10th St., So. Norwalk, Conn., or 6401 So. Gramercy Place, Los Angeles, Cal.

PATTERNS

PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Welsz, 303 Fifth Avenue, corner 31st St., New York

SHOES

SHOECRAFT SALON "fitting the narrow heel" in sizes 1-10 AAAA to D. French and English models in street and evening footwear. Send for catalog. VB. Fit Guaranteed. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVEL of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine. 366 Fifth Avenue, N. Y. Tel. Wisconsin 3283

MRS. SARAH BOOTH DARLING, Purchasing Agent. Accompanying out-of-town patrons. No charge. Send for magazine. Telephone Trafalgar, 6450. 155 West 78th Street, New York City

GEORGETTE DUNBAR EVANS will keep you in touch with N. Y.'s modes; will shop for or with you gratis. Interior decorating. Fashion magazine. 28 East 50th Street, N. Y. C. Tel. Butterfield 1242

"BEAUTIFUL THINGS I SEE"—Write for Free Pamphlet with list of bargains. Shops free for or with you saving time and money. Address Helen L. Richards, 452-5th Ave., New York

MRS. C. B. WILLIAMS, New York Shopper, will shop with you or send anything to you. Interior Decorating. Send for Magazine. Services free. Telephone Wisconsin 0885. 308 Fifth Avenue, N. Y.

AUDREY T. McALLISTER offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 8173

YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 266-5th Ave., N. Y. Wise. 1683

MME. BELLE FRANCKS—8 East 46th St., New York City, also of Paris, specializes in shopping for or with you for trousseaux, furs, gowns etc in the finest shops. No charge. Vanderbilt 2479.

STATIONERY

PERSONAL STATIONERY. 100 envelopes and 200 sheets, exquisite bond paper, each with name and address in rich deep blue, \$1.00. Brookside Press, 146 Mt. Joy Place, New Rochelle, New York

SWIMMING SCHOOL

SWIM FOR HEALTH, GRACE, effective reducing methods. Exclusive pool, expert instruction. Send for Booklet C. Mary Beaton School of Swimming. Barbizon Hotel, 140 East. 63 St., N. Y. C.

TROUSSEAUX

PURPLE BOX, 11 East 53th Street, N. Y. Hand-made lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School)

WEARING APPAREL BOUGHT

MME. NAFTAL, 69 W. 45TH will purchase at highest prices your slightly used or mistit Street and Evening Gowns, Wraps, Furs, Diamonds, Jewelry, Silverware, Furniture, Rugs, Draperies, etc.

TELEPHONE BRYANT 6268 or 6269 for appointment. Special attention to out-of-town patrons. Established 40 years. Write or call Mme. Naftal, 60 West 45th St., New York City

TEL. 1376 BRYANT HIGHEST PRICES PAID for your slightly used Street & Evening Dresses, Coats, Suits, Wraps, Furs, Jewelry & Silverware. Mme. Furman, 103 West 47th St., N. Y. C.

WEDDING STATIONERY

100 WEDDING ANNOUNCEMENTS \$13.50 hand-engraved, correct in quality and every detail. 100 Calling Cards, \$2.75. Write for samples. V. Ott, Engraving Co., 1052 Chestnut St., Phila., Pa.

ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free 58 11th St., Richmond, Va.

ENGRAVED Wedding Invitations and Announcements in latest styles. Only finest grade papers used. Samples sent. Prices \$10.00 and up. Guilford G. Nye, 73 Dorrance Street, Providence, R. I.

How to choose a SCHOOL . . .

There is a particular school somewhere for every type of child. To choose the *right* school for your son or daughter, turn to page 19 of this number and glance through the pages of Vogue's School Directory.

You'll find there the advertisements of schools in every locality . . . the city, country, mountains, sea shore, Europe. Every type is represented . . . the primary, girls' or boys' boarding schools, military, preparatory, co-educational, art and music, and junior colleges.

Every school has been investigated by Vogue . . . and is thoroughly reliable. With such a splendid assortment of schools to choose from, it shouldn't be difficult to find just the right one for Alice or Jack!

As you glance through the pages of the School Directory, note the names and addresses of the schools that best suit your requirements and write to them for their catalogues. If you can't quite make up your mind, write to us and we will gladly help you.

THE CONDÉ NAST EDUCATIONAL BUREAU

1928 Graybar Building
Lexington at 43rd New York City

About Hotels

NOWADAYS, smart travellers expect a great deal of hotels. They expect perfect service . . . the utmost courtesy . . . attractive rooms and surroundings . . . excellent food.

They want the same perfection they have in their own homes . . . and will go only where they will find it!

For the convenience of these discriminating people, some of the best hotels in the world are listed on these pages. They come up to every standard set by the smart world and are approved by The Condé Nast Travel Service.

As you plan the itinerary of your next trip, consult these pages, and write to the hotels listed for rates and reservations.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. California's exclusive mountain resort. Mineral springs, baths, golf, swimming, tennis, riding. Bungalow. Booklet on request.

Hollywood

Hollywood Plaza. The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

Pasadena

Constance Hotel & Apartments. A new fireproof European Plan Hotel of distinction. Conveniently located. Reasonable rates.

Santa Barbara

El Encanto Hotel. California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf, Riding.

Miramar Hotel and Bungalows. Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

Yosemite National Park

The Ahwahnee. Open all year. Commanding a matchless panorama. Already world-famed for distinctiveness. Riding, tennis, fishing. \$10. up. American Plan.

COLORADO

Denver

The Shirley Savoy Hotel. B'way at 17th, in city's center. 400 beautifully furnished rooms. Reasonable rates. Splendid golf course privileges for guests.

CONNECTICUT

Old Lyme

Boxwood Manor. Summer among the birds and flowers. Modern inn. Lovely gardens, marvellous food. Bathing lodge on ocean.

Sharon

The Bartram Inn & Cottages. Situated in a typical New England village green. Distinctive, attractive and essentially comfortable. Miss Beatrice M. Fay, Prop.

DISTRICT OF COLUMBIA

Washington

The Carlton. 16th at K St., N. W. The most distinctive & perfectly appointed hotel in the Nation's Capital. Rooms \$4-\$10; suites \$15 up.

The Dodge Hotel. (Formerly Grace Dodge Hotel.) Continuing same ownership, management, policies of administration and high standards of service.

Wardman Park Hotel. Coolest spot in Washington. 1800 outside rooms. Swimming, tennis, riding, golf. Summer rates, European or American plan.

MAINE

Bar Harbor

Malvern Hotel. A distinctive home, catering to a refined clientele. Thoroughly modern. Excellent cuisine. Ideal location with all resort sports.

Bethel

Bethel Inn. Noted for its individuality and perfect appointments. The rates are reasonable. Nine-hole golf course on our own grounds. Booklet.

Camden

Whitehall Inn. Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, hennery. Excellent fishing. Bklt.

Loon Lake, Rangeley

York Camps. Non-housekeeping summer homes for discriminating families. Outstanding dining room supplied from farm. Rustic modernization. All sports.

MAINE (Continued)

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise". Nohay fever. Golf, all sports. Refined, homelike. Excellent cuisine. \$6. to \$10. day. Phil. Sheridan, Manager.

Poland Spring

Poland Spring House. Maine's foremost resort, open June to Oct. Mansion House, always open. Excellent 18-hole golf. Home of Poland Water.

Portland

Lafayette Hotel. A delightful tourist hotel where friends meet friends en route, and enjoy excellent service at fair rates. European Plan.

MASSACHUSETTS

The Berkshires—Greenfield

The Weldon. (Fireproof.) "The Beautiful Home Hotel". Open all the year. 225 rooms, rate \$2.50 up. European. Excellent cuisine. 18-hole golf course. Bklt.

The Berkshires—Lenox

Hotel Aspinwall. In the Berkshires. Beautiful setting. Appealing to a refined clientele. Golf, tennis, motion pictures, dancing, orchestra. June 15 to Oct. 15.

The Berkshires—Pittsfield

Hotel Wendell. Accommodating 650 guests. The only fireproof hotel in the Berkshires. A la Carte, Table d'hôte, and Cafeteria. V. A. Campbell, Mgr.

The Berkshires—Williamstown

The Greylock. In "The Village Beautiful" at Western end of Mohawk Trail. 200 rooms. 100 baths. Electric elevator. May to Nov. Golf, Tennis, Riding.

Boston

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Hotel Somerset. Commonwealth Ave. A dignified home for transient and permanent guests. Central yet quiet. Room with bath \$3.50 up. E. P.

Boston—Brookline

Hotel Beaconsfield. Homelike atmosphere. Convenient to downtown Boston. Away from congestion & noise. Residential section. Rooms \$3.50 up. Garage

Cape Cod—Plymouth

Mayflower Hotel. On the ocean at Manomet Point. Our own golf course, bathing beach & swimming pool. The Mayflower, Hyannis, same management.

MINNESOTA

Minneapolis

The Curtis Hotel. Easily accessible to Minnesota's beautiful lake region. 825 rooms, each with private bath. Write for descriptive folder.

MISSOURI

St. Louis

Hotel Coronado. Smartly near the centre of things. Distinguished St. Louis visitors almost invariably choose this famous hotel. Four noted restaurants.

The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

NEW HAMPSHIRE

Hanover

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths, elevator. New fireproof addition. Excels in all outdoor sports and good living.

NEW HAMPSHIRE (Continued)

White Mountains—Bretton Woods

The Mount Washington. Open July to October. **The Mount Pleasant.** Open June to late September. Two golf courses. C. J. Root, Manager.

White Mountains—Franconia

Peckett's-on-Sugar Hill. Exclusive New England resort famous for its quaint homelike atmosphere and excellent cuisine. Cottages. P. O. Franconia, N. H.

White Mountains—Jackson

Gray's Inn. One of the best family hotels in the White Mountains with select clientele. No hay fever. Open June to October 14. All sports.

White Mountains—Jefferson

Waumbek Hotels. In the heart of the White Mountains. 18-hole golf course. Accommodations for 250 guests. Mark Whitman, Manager.

White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Fine links, golf free. Tennis, orchestra, riding. Private baths. Booklet.

White Mountains—Whitefield

Mountain View House. For three generations the summer home of families of culture and refinement. Every outdoor sport. Attractive modern appointments.

NEW MEXICO

Santa Fé

The Bishop's Lodge. Finest mountain resort. Horses, golf, outdoor sports, cliff dwellings, Indian Pueblos. Dry healthful climate. Homelike atmosphere.

Hacienda de Los Cerros. An all-year mountain resort. Tennis court, saddle horses. Cadillac and Lincoln motors. On outskirts of historic Santa Fé.

NEW YORK

Long Island—Bellport

Wyandotte Hotel. On-The-Bay. Since 1880, one of Long Island's foremost and comfortable hotels, modern and homelike. Golf, outdoor and water sports.

New York City

Great Northern Hotel. 118 West 57th Street, midway between 5th Avenue & Broadway. French cuisine. Rooms \$3.50 to \$5.00. Suites from \$6.

Hotel La Salle. Thirty East 60th Street. A dignified quiet place of residence for permanent and transient guests. Centrally located.

Hotel Lincoln. 1400 rooms, modernistic decorations. Thirty stories of sunshine. Rates \$3. to \$3.50 per person. Eighth Avenue, 44th to 45th Streets.

The Parkside. Eighteen Gramercy Park South, a residence hotel for men and women. Overlooking Park. Moderate rates.

OHIO

Cleveland

The Alcazar. Conveniently located on the Heights. All rooms with bath, single or en suite. Real service. Excellent cuisine. Garage in building.

PENNSYLVANIA

Philadelphia

The Bellevue-Stratford. Its popularity evidenced by the patronage of the Native Philadelphians of all ages as well as visitors from all parts of the country.

The Benjamin Franklin. Philadelphia's most popular hotel. 1,200 rooms, with bath, 3 restaurants. Garage. Horace Leland Wiggins, Mgr. Dir.

TEXAS

El Paso

Paso del Norte. El Paso's largest—and decidedly El Paso's best. All-year golf and other sports. Five minutes from enchanting Juarez, Mexico.

WEST VIRGINIA

White Sulphur Springs

The Greenbrier and Cottages. America's premier all-year resort for recreation and constructive rest. 3 golf courses. World-famous waters and baths.

WISCONSIN

Kilbourn

Hotel Crandall. At "The Dells". Convenient to all scenic points. Every room with bath. American Plan, \$3.50 up, per person.

WYOMING

Encampment

A-Bar-A Ranch. Attractive cabins with bath. Delicious food. Riding, fishing, tennis, swimming, horseback camping trips. References.

MEXICO

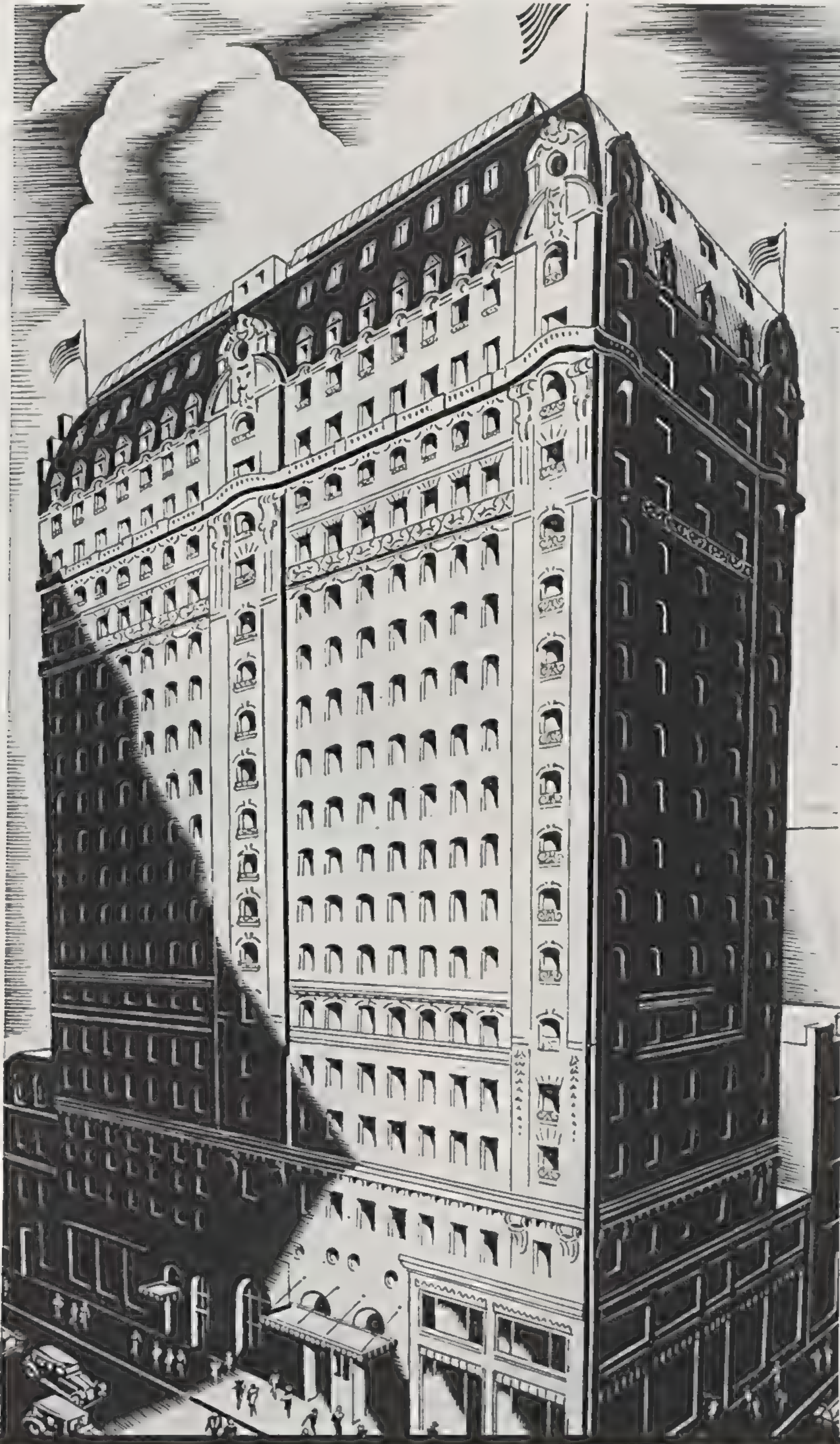
Mexico City

Hotel Regis. Central location. Caters especially to Americans. Rooms with private bath \$3 to \$15. Special weekly and monthly rates.

SWEDEN

Northern Europe's Playground. Visit the Stockholm Exposition May-September. Write the Swedish State Railways, Dept. T.D., 551 Fifth Ave., N.Y.C.

**CENTER OF
SMART NEW YORK'S DAY**



Smart New York seems to evolve its day in and about the St. Regis. Adjacent to the hotel . . . exclusive shops, clubs, authoritative galleries. On the Roof, Urban's exotic marquee is cool, high seclusion for luncheon. Here, too, at dinner and supper,

Lopez conducts his irresistible rhythms and the dance oval is brilliant with carnival. Thus, the long-established St. Regis graciousness continues to delight its long-established patronage. Transient accommodations. Suites, short or long-term lease.

HOTEL ST. REGIS
FIFTH AVENUE . . . NEW YORK



Another primal instinct . . .

You often feel it . . . this desire to travel . . . to seize the world as your birthright . . . to make life real!

The Franconia affords you the opportunity . . . it is the good genie of itching feet . . . a genie catering superbly to your every mood . . . royally luxurious . . . flawless in service.

Each day will bring forth new marvels . . . new delights . . . you will visit places never touched by any cruising steamer . . . Madras, drenched in Eastern glamour . . . Belawan Deli . . . Kudat in fabled Borneo. Bali, of weird temples and fantastic gods . . . without change of ship or extra cost. Samarang, where the Gang Warong offers such irresistible bargains . . . Saigon and Bangkok are other features.

The Franconia sails again on January 10 for a World Cruise . . . 138 glorious days of adventuring, backed by the 179 years' combined successful experience of two world-famous leaders of travel.

THE FRANCONIA SAILS EASTWARD FROM NEW YORK JAN. 10, RETURNS MAY 28

Also Westward Around the World in the Samaria Sailing from New York Dec. 3

Literature and full information from your local agent or



Mediterranean



THE ONLY CRUISE TO INCLUDE
WITHOUT EXTRA COST

KARNAK - LUXOR
THEBES THE TOMBS

FRANK'S
Ninth
Annual
Cruise
De Luxe

—
Egypt
Holy Land

—
Exclusively
Chartered
Cunard
S.S. Scythia

—
Jan. 27, 1931

There are many unusual, romantic ports of call, Morocco, Balearic Isles, Dalmatian Coast, Rhodes . . . places off the beaten track that make the Frank Mediterranean Cruise really different — unusually worth while.

Sixty-seven superbly planned days . . . the most comprehensive cycle of the world's glittering playgrounds reached at the height of their season . . . aboard a cruising liner whose luxurious appointments challenge those of the most exclusive club. Suites . . . private baths . . . spacious cabins . . . comfortable beds . . . large wardrobes . . . all to make your cruise a memorable moment — one of the high spots of your life.

Cunard's finest first class service and cuisine, a free stop over in Europe and return by any Cunard steamer. The membership is strictly limited to 390 guests . . . half capacity.

FRANK TOURIST CO. EST. 1875

NEW YORK CITY

542 Fifth Avenue — 480 Park Avenue

PHILADELPHIA — 1529 Locust Street

CHICAGO — 175 No. Michigan Avenue

Frank Tourist Company

542 Fifth Avenue, New York City

Please send me your free attractive book on the Mediterranean.

Name

Address

Vg. 8. 16. 30



No larger
than a jar of
cold cream

*An improved
sanitary
protection*



*Conveniently compact
for travelling—*

WOMEN who are accomplished in the fine art of comfortable travel have long known and appreciated the inconspicuous convenience of Curads. No larger than a jar of cold cream, a compact roll of six large pads, Curads occupy only three inches of space in your traveling bag. The product of one of the largest manufacturers of surgical dressings, Curads have now been even further refined in quality. They are made of hospital gauze filled with a soft, white cotton of superior fineness and great absorbency. Their superior comfort, their convenient compactness, is welcomed alike by the matron, the college girl, the business woman . . . by house guests. If your leading store does not carry them, send 40 cents to the Lewis Manufacturing Co., Division of the Kendall Company, Walpole, Mass., for a full-size roll in a plain wrapper.

Curads
the Compact Roll



ANNOUNCING AMERICA'S FIRST TRULY CONTINENTAL HOTEL

OLD-WORLD hospitality is the dominant note in this new world hostelry . . . the St. Moritz. Here is the very spirit of the continent . . . brought to America and the St. Moritz in the persons of the Maitre d' hotel, the inspired French chef and a respectful, attentive personnel. For example, the famous

M. EDGAR RUMPLEMAYER

of Paris, London, and the Riviera will personally supervise and direct the creation of his inimitable culinary delights. To this gracious continental atmosphere add alert, efficient American management and the result is exclusively St. Moritz . . . a hotel not to be compared with any other in America.

On New York's finest location, facing full upon Central Park, the St. Moritz offers an eye-filling panoramic sweep of refreshing countryside that cannot be duplicated in New York. From individual rooms to the large apartment and pent house arrangements, the St. Moritz truly offers distinguished facilities—elaborate in appointment, yet adapted to the varied resources of all who appreciate the best.

Available for October Occupancy

The
ST. MORITZ
ON THE PARK

50 Central Park South, New York City



The ST. MORITZ is under the Personal Direction of S. GREGORY TAYLOR

THE SHOPS OF VOGUE

M A D A M E
Et La
JEUNE FILLESPECIALIZING IN
SPORT CLOTHES
READY TO WEAR
AND
MADE TO ORDERMrs. E. N. Potter, Jr.
Mrs. Baldwin Browne
553 Madison Avenue, New York
Between 55th and 56th Streets
Mrs. J. A. Tuckerman
130 Newbury St., Boston, Mass.
—NO CATALOGUES—HULDAH
CHICAGO INC.
939 N. MICHIGAN AVE.
DRAKE HOTEL
Tel. Superior 2873-2200A Twin-Faced
Clock for
Twin Beds

This smart Twin Bed Clock covers both sides of the time question. Its base is a solid block of fine green Onyx. The accurate eight-day movement is imported. The hands are of radium and the gold figures on the dial are illuminated by radium dots. A very desirable adjunct for the night table, and the price of \$95 seems quite moderate for so much charming companionship and service.

BROCK
and COMPANY
LOS ANGELESMANUEL
TRANSFORMATIONS

IN A MANUEL TRANSFORMATION YOU WILL FIND AN EXACT REPRODUCTION OF NATURE: COMFORT AND CHIC. MANUEL'S LONG EXPERIENCE IN THIS ART IS UNEQUALLED AND A VISIT TO OUR NEW SALON WILL BE CONVINCING.

NEW-YORK 485 MADISON AVE.
CORNER 52ND STREET 11TH FLOOR
PARIS 92 CHAMPS-ÉLYSÉES
CORNER RUE DE BERRI 4TH FLOOR
HAIR GOODS EXCLUSIVELY

Nurses' & Maids'
UniformsSend for
catalog A

Joseph
19 West 57th St., New York, N. Y.
Telephone: Plaza 2573

BIRTHS

NEW YORK

Freeman—On June 29, to Mr. and Mrs. C. Burrows Freeman (Helen Gunther Jackson), a daughter, Helen Burrows Freeman.

Snow—On June 30, to Mr. and Mrs. George Palen Snow (Carmel White), a daughter, Mary Palen Snow.

Wallop—On June 26, to Mr. and Mrs. Oliver M. Wallop (Jean Moore), a son.

DETROIT

Freeman—On June 21, to Mr. and Mrs. Frederick J. Freeman (Clara Riggs), a daughter.

PHILADELPHIA

Cadwalader—On June 19, to Mr. and Mrs. Lambert Cadwalader (Emma Wallace), a daughter.

Muench—On June 30, to Mr. and Mrs. Alfred G. Muench (Julie E. Cover), a son.

Neilson—On June 27, to Mr. and Mrs. Harry R. Neilson (Alberta Pancoast Reath), a son.

Parrish—On June 14, to Mr. and Mrs. Edward W. Parrish (Marie L. Trasel), a son.

Wood—On June 20, to Mr. and Mrs. Horatio C. Wood, third (Olive Yale Anderson), twin daughters.

DEATHS

NEW YORK

Cutler—On July 9, Dr. Condit Walker Cutler, husband of Cora Carpenter Cutler.

Hadden—On June 30, Elizabeth Stevens Hadden, wife of Crowell Hadden.

Houghton—On July 2, Hess Pringle Houghton, wife of William Morris Houghton.

Wood—On July 3, J. Walter Wood, husband of Nathalie Wilmer Wood.

PHILADELPHIA

Collins—On July 8, Henry Hill Collins, father of Alfred M. Collins.

WASHINGTON

Neville—On July 8, Major-General Wendell C. Neville.

Wiley—On June 30, Dr. Harvey W. Wiley, husband of Anna Kelton Wiley.

ENGAGEMENTS

NEW YORK

Cobb-Fairchild—Miss Margaret Barron Cobb, daughter of Mrs. Postlethwaite Cobb and Mr. Henry Ives Cobb, junior, to Mr. Frederick Allen Fairchild.

Gillmore-Williams—Miss Frances West Gillmore, daughter of Major-General Quincy A. Gillmore and Mrs. Gillmore, to Mr. Richard Norris Williams, second, son of the late Charles Duane Williams and Mrs. Williams, of Philadelphia.

Greeff-Collier—Miss Helen E. Greeff, daughter of Mrs. Ernest F. Greeff, to Mr. Barron G. Collier, junior, son of Mr. and Mrs. Barron G. Collier.

Kies-Gibb—Miss Margaret Kies, daughter of Mr. and Mrs. William S. Kies, to Dr. William Travis Gibb, junior, son of Dr. William Travis Gibb and Mrs. Gibb.

Lowman-Jardine—Miss Katherine Lowman, daughter of Mr. and Mrs. Seymour Lowman, to Mr. William M. Jardine, junior, son of Mr. and Mrs. William M. Jardine, of Washington, D. C.

Ottley-Wood—Miss Frances Ottley, daughter of Mrs. James Henry Ottley, to Mr. William B. Wood.

Tod-Martin—Miss Katharine Kennedy Tod, daughter of Mr. and Mrs. Robert E. Tod, to Mr. H. Bradley Martin, son of Mr. and Mrs. Bradley Martin.

BALTIMORE

Elliott-Armstrong—Miss Clara Vickers Elliott, granddaughter of Mrs. Harrison W. Vickers, senior, to Mr. Joseph Gillespie Armstrong, third, son of Mr. and Mrs. Joseph Gillespie Armstrong, junior.

PHILADELPHIA

Elkins-Hollins—Miss Elizabeth Wolcott Elkins, daughter of Mr. and Mrs. William M. Elkins, to Mr. Harry B. Hollins, third, son of Mr. and Mrs. Harry B. Hollins, junior, of New York and Islip, Long Island.

Holland-Putnam—Miss Lucy S. H. Holland, daughter of Mrs. James W. Holland, to Mr. George P. Putnam, junior, of Chicago, Illinois.

McCartney-Thomas—Miss Helen McCartney, daughter of Mr. and Mrs. Orman E. McCartney, to Mr. George C. Thomas, third, son of Mr. and Mrs. George C. Thomas, junior.

Richardson-Whitney—Miss Hope Richardson, daughter of Mr. and Mrs. Courtlandt Richardson, to Mr. Howard F. Whitney, junior, son of Mr. and Mrs. Howard F. Whitney.

Ritter-Cooper—Miss Kathleen Grier Ritter, daughter of Mr. A. Howard Ritter, to Mr. Joseph Wilkes Jenkins Cooper, son of Mr. and Mrs. J. C. Cooper.

Rowley-Mellon—Miss Grace Rowley, daughter of Mr. and Mrs. Elmer Harrison Rowley, to Mr. William Larimer Mellon, junior, son of Mr. and Mrs. William Larimer Mellon.

SOCIETY

ENGAGEMENTS (Continued)

Stenger-Griswold—Miss Helen C. Stenger, daughter of Mr. and Mrs. Walter Reid Stenger, to Mr. Edmund Judson Griswold, son of Mr. and Mrs. Clarence M. Griswold.

SAINT LOUIS

Steinwender-Tremaine—Miss Martha Boyd Steinwender, daughter of Mr. and Mrs. Herman A. Steinwender, of Paris, France, to Mr. H. Alan Tremaine, son of Mr. and Mrs. B. G. Tremaine.

Watson-Link—Miss Franchelle Hooker Watson, daughter of Dr. Elbert L. Watson and Mrs. Watson, to Mr. Edwin Cary Link, junior, son of Mr. and Mrs. Edwin Cary Link.

SAN FRANCISCO

Treat-Nowell—Miss Dorothy Hope Treat, daughter of Mr. and Mrs. Hugh Peters Treat, to Mr. John Chase Nowell, junior, son of Mr. and Mrs. John Chase Nowell.

WASHINGTON

Johnson-Van Rensselaer—Miss Helen Johnson, daughter of Mr. and Mrs. Sewell M. Johnson, to Mr. Charles A. Van Rensselaer, junior, son of Mr. and Mrs. Charles A. Van Rensselaer.

WEDDINGS

NEW YORK

Boone-Dundas—On July 23, Mr. James R. Herbert Boone, son of Mr. and Mrs. W. Kennedy Boone, and Miss Muriel Harmar Wurts Dundas, daughter of the late Mr. and Mrs. Dundas.

Pieck-Landstreet—On July 14, Mr. Hermann Pieck and Miss Mary Davis Landstreet, daughter of Mr. and Mrs. Fairfax Stuart Landstreet.

BALTIMORE

Bordley-Fisher—On July 3, Dr. John Earle Bordley, son of Doctor James Bordley, junior, and Mrs. Bordley, and Miss Ellen Bruce Fisher, daughter of Dr. William A. Fisher and Mrs. Fisher.

BOSTON

Gilbert-Turnbull—On July 12, Mr. Huntley Harris Gilbert and Miss Lena Turnbull, daughter of Mr. and Mrs. Charles Dale Turnbull.

Vaughan-Wright—On June 23, Mr. George Cutts Vaughan, junior, son of Mr. and Mrs. George Cutts Vaughan, and Mrs. Julian Vallette Wright.

Whitelaw-Streeter—On June 28, Mr. John Bertram Whitelaw, son of Mr. and Mrs. Aubrey Whitelaw, and Miss Helen Chase Streeter, daughter of Dr. Edward Clark Streeter and Mrs. Streeter.

CLEVELAND

Dodge-Roehl—On June 14, Mr. Leonard Dudley Dodge, son of Mrs. J. Arthur House, and Miss Kathryn Lucille Roehl, daughter of Mr. and Mrs. Frank J. Roehl.

DETROIT

Stanton-Nolan—On July 19, Mr. Martin Lee Stanton, junior, son of Mr. and Mrs. Martin Lee Stanton, and Miss Edith Genevieve Nolan, daughter of Mrs. Benjamin A. Nolan.

PHILADELPHIA

Darby-Scott—On July 10, Mr. Donald Weston Darby, son of Dr. George D. B. Darby and Mrs. Darby, and Miss Jean Brown Scott, daughter of Mr. and Mrs. John R. K. Scott.

Stout-Kellogg—On August 9, Mr. Gardner Dominick Stout, son of Mr. and Mrs. Andrew Varick Stout, and Miss Clare Kellogg, daughter of Mrs. John Prentice Kellogg.

WASHINGTON

MacArthur-Littlefield—On July 19, Mr. Bowman McCalla MacArthur, son of Mrs. Arthur MacArthur and the late Captain Arthur MacArthur, U. S. A., and Miss Beatrice Ashmead Littlefield, daughter of Captain William Lord Littlefield, U. S. N., and Mrs. Littlefield.

Wainwright-Cutts—On June 2, Mr. John Tilliston Wainwright and Miss Alice Cutts, daughter of Colonel Richard M. Cutts and Mrs. Cutts.

WEDDINGS-TO-COME

BALTIMORE

Kinsolving-Brown—On October 8, Miss Anne Seddon Kinsolving, daughter of the Reverend Doctor Arthur Kinsolving and Mrs. Kinsolving, to Mr. John Nicholas Brown, son of Mrs. John Nicholas Brown and the late Nicholas Brown.

Seabury-Reid—On August 23, in Saint John's Church, Portsmouth, New Hampshire, Miss Etheldreda Winthrop Seabury, daughter of Mr. and Mrs. William Marston Seabury, and Mr. Fergus Reid, junior.

PHILADELPHIA

Dickinson-Stoeber—On September 18, Miss Garetta Meredith Dickinson, daughter of Mr. and Mrs. W. Meredith Dickinson, to Mr. Henry Von Hoff Stoeber, junior, son of Dr. Henry Von Hoff Stoeber and Mrs. Stoeber.

*Henry Waxman*

The Shoe of Monk Brown Suede

A new shoe...a new shade...so dark a brown it borders on black...
 so individual a colour the woman of fashion calls it "the new brown"
 for fall. A new version of the pump in suede combined with stitched
 brown kid 18.50

SAKS-FIFTH AVENUE

New York . . . Chicago



What is the Fall "Fur Silhouette"?

Our new collection of furs is just completed...featuring the finest mink, ermine, broadtail and sports furs...made into wraps and coats designed especially for Saks-Fifth Avenue by Molyneux, Schiaparelli, Lanvin and other leading Paris coutouriers.

SAKS-FIFTH AVENUE

New York . . . Chicago

V O G U E

COPYRIGHT, 1930, BY THE CONDÉ NAST PUBLICATIONS, INC.

EARLY AUTUMN FASHIONS AND FASHIONS FOR CHILDREN

COVER DESIGN BY BENITO	
HIGHWAYS AND BUYWAYS	24
SOCIETY	30
VOGUE'S-EYE VIEW OF THE MODE	35
MRS. THOMAS HITCHCOCK, JUNIOR	
Frontispiece	
RAISING THE RISING GENERATION	37-39
A CHILD'S LIFE IN PARIS	40-41
CLOTHES FOR SMALL PARISIANS	42-43
BLOUSES ARE WORN ALL DAY LONG	44-45
AUTUMN COATS AND DRESSES	46-47
FORMAL SUITS AND EVENING COATS	48-49
PARIS NOTES	50-51
THREAD LACE FOR EVENING	52
TAME SPORTS	53
FRENCH NURSERIES	54-55
LITTLE AMERICA WEARS COTTONS AND LINENS	56-57
WHITE FOR THE EARLY 'TEENS	58-59
THE BUSTER BROWN ERA	60-61
MRS. GUSTAV L. STEWART, JUNIOR	62
ORDERING CLEVERLY IN RESTAU- RANTS	63
THE VERY MUCH YOUNGER SET	64-65
A CHÂTEAU REBUILT ON LONG ISLAND	66-67
FROCKS FROM THE MID-SEASON COLLECTIONS	68-69
A LESSON IN CHIC	70-71
EIGHT TO FIFTEEN	72-75
DESIGNS FOR DRESSMAKING	76-80, 82, 86
ON HER DRESSING-TABLE	84
SPECIAL ADVERTISING SECTIONS:	
SCHOOLS	19-23
FRENCH SHOPS	23-24
SHOPPERS' AND BUYERS' GUIDE	25
TRAVEL	26-28
AMERICAN SHOPS	30
VOL. NO. 76. NO. 4	WHOLE NO. 1393



AUGUST 16, 1930

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, Aldwych House, Aldwych W. C. 2—Cable address, Volon, Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Canada, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

CARMEL SNOW—EDITOR of AMERICAN VOGUE
MICHEL de BRUNHOFF—EDITOR of FRENCH VOGUE
ALISON SETTLE—EDITOR of BRITISH VOGUE

EDNA WOOLMAN CHASE—EDITOR-IN-CHIEF OF THE THREE VOGUES



Sea-going chocolates

A favorite package of Whitman's for all forms of sports is the SALMAGUNDI.

Put up in metal boxes holding one pound or two pounds.

Out of doors they combine quick energy and quiet enjoyment in your search for "where the blue begins." Chosen as companion by experienced travelers by land, water or air.

In summer-time when you crave chocolates look for the Salmagundi's cheerful tin, decorated by Mucha.

Salmagundi and other Whitman specialties are sold by selected stores all over the country, and at every resort.

Any telegraph office will take your order and cash for any Whitman package; purchase the package at any distant point and deliver by uniformed messenger.

Whitman's

Chocolates



VOGUE'S-EYE VIEW OF THE MODE

THE more sophisticated the parent, the more simple the child. The more mondaine her life, the more secluded the life of the nursery. A sensible Victorian Nana is the smartest nurse. Old-fashioned, unaffected manners are the perfection of childish poise. A sun suit and square-toed sandals are the order of the day in the country, and the height of youthful town chic is a mere wisp of a cotton dress.

With one perfectly consistent gesture, the sophisticated mother orders a richly furred velvet autumn suit for herself—and rejects anything but a simple homespun for her child. She welcomes the return of lustrous stiffened satins for her own wardrobe—but frowns on anything bizarre for her child's dress-up. She pushes a rakish small toque high over her forehead and hair and hides her three-year-old daughter's curls under a traditional floppy sun hat of piqué.

She is a slave to conventions and formulas and good sense where her child is concerned and a creature of impulses and charming inconsistencies in her own domain. She amuses herself by dressing like an urchin on the beach. She contemplates evening dresses of severe white crêpe or elaborately gold-threaded lamés. She finishes off her toilette with surprising flowers—two or three real corn-flowers, three red roses, or a bunch of pink sweet peas. She wears a white knit string stocking cap with her smartest black satin town dress. She clasps a superb jewelled brooch to the fichu of an organdie frock. Her coats look like dresses and her dresses like coats. She delights in contriving a look of elegance in the face of the bear market of the century. But all these changing, restless fashions sweep over the grown-up world alone. They do not invade the

sacred precinct of the nursery. Pancake berets and stocking caps may come and uneven hem-lines may go, but smart little reefers, sailor hats, sandals, and smocks go on forever in the small world.





Stelchen

MRS. THOMAS HITCHCOCK, JUNIOR

Mrs. Hitchcock, the former Margaret Mellon Laughlin, is the mother of this charming little girl, as well as of a son of five. They spend the summer at Sands Point and the spring at Aiken. Mr. Hitchcock is well known for his polo and has been chosen the manager of the American team that will play in the International games at Meadowbrook this September

RAISING THE RISING GENERATION

"Dance a baby diddy!
What shall mammy do widdy?
Give it some pap
Sit in her lap
And dance a baby diddy!"

THIS is a charming old rhyme to be found in old nursery books and such, intended to be sung by a happy young mother to her bouncing offspring. But alas! it can't be sung truthfully by any mother of this generation, nor, above all, be put into practice.

For babies must never be fed pap or other nourishment of miscellaneous description at any but prescribed hours, and then slowly, following a doctor's formula, with careful time out for "bubbles." Nor may they sit in any one's lap except in an exact hour of the day austere called their "recreation hour." Nor, of all things forbidden by baby specialists, may they be danced, jounced, or jiggled. Such a performance, the erstwhile panacea for all infant ills, is prescribed to-day as a crime against the health and happiness of babies. The world has gone baby-conscious, in a new, sudden, and terrifying sense that omits the cradles and pacifiers once employed by infant lovers and implies intelligence tests, administered at the age of six months, spinach at three months, and serious prenatal plans as to the child's intellectual development after graduating from Harvard.

Children used to be considered as potential adults. Now, adults are considered as children gone to more or less successful seed. Practically no one is taken seriously, nowadays, except children, and their goings-in and comings-out are given a consideration and analysis as anxious as it is thorough.

Among the oh's of our mothers and the ah's of our grandmothers, we plan the mental and physical well-being of our child even before he has been ushered into this weary world. One young woman even went so far as to consume celery in large quantities, in order, in case she should *ever have* a child, to be able to supply the unborn, unthought-of entity with a sufficient amount of some one of the vitamins between A and Z.

This is taking things pretty seriously. But all of us go regularly to a doctor when the child is in the offing, and receive information as to the exact habitat and occupations of our offspring, and, with courage and care, adhere to green vegetables and no sweets, for the sake of calcium and salts for his bones and his blood. Last-century women with pending babies ate what they chose, when they chose, which was rather often. But we starve when we feel like stuffing, walk miles when we would like to lie on a couch and eat chocolates, and dine off spinach when we feel like declaiming with the little girl in a recent cartoon—"To

Hell with it!" Next, when the child has actually put in an appearance, we promptly put him in the hands of a physician. Imagine an 1830 baby, or even an 1890 one, with an attending physician. For scarlet fever, yes, and for croup and even, lacking a wise old nurse, for colic, but any sensible mother of the day would have scoffed at the idea of a doctor when there was nothing wrong with the child. "I guess its mother ought to know best what's good for it" was a great slogan of the day. In this year of Grace 1930, however, strong women tremble at being doctorless for two weeks, while fish bite sharp in telegraphless Canada, and blanch with terror at the very prospect of spending the summer in some God-forsaken cranny of Maine or New Hampshire where there is no pediatricist or analysed milk.

The baby once under the doctor's vigilant eye, his orders are carried out to the letter by starchily efficient nurses or trembling young mothers who measure out the proportions of the feeding formula five times to make sure they are right. And, under these Medes-and-Persians' orders, one finds oneself feeding the most extraordinary concoctions to one's innocent offspring. Thumping quantities of cod-liver oil, the juice of half an orange, essence of spinach, Imperial Granum, dextri-maltose, spintrate, viosterol, maltzymose, and Borscherdt's sugar go into bottles at a pathetically early age—under six months. One is instructed, under threat of rickets, to put the baby out in the sun, in the costume God gave him, and leave him there, turning him at intervals like a little piece of toast.

Meanwhile, one is reading books on "The New Child," meaning new in evolution, not age, and, perhaps, attend-



Martinus Andersen

YOUTHFUL FURNITURE FROM ALICE STARR

THE CHILD'S ROOM



TO PUT IDEAS INTO CHILDREN'S HEADS



FEEDING THE FORMATIVE AGE

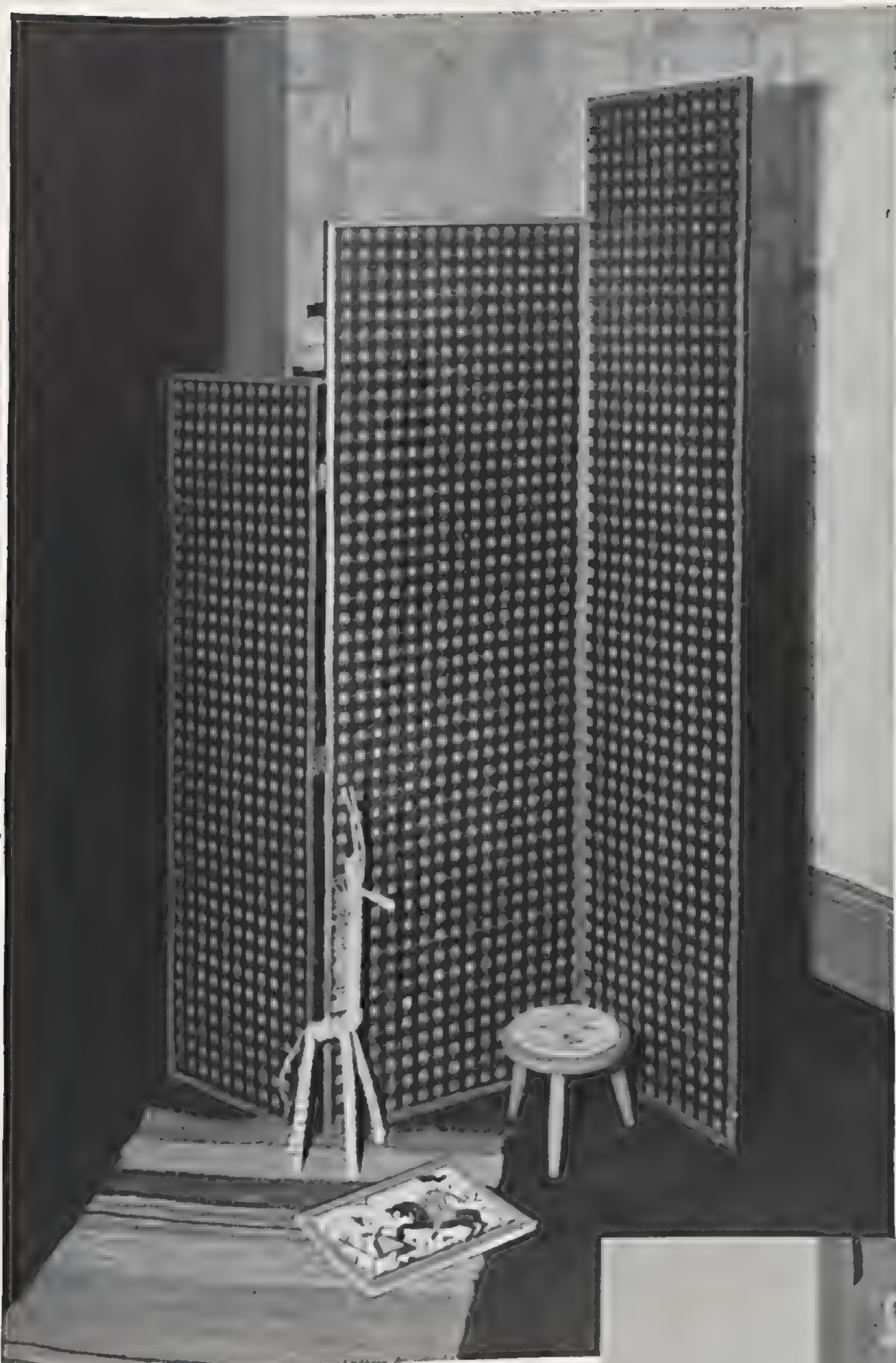
ing a course of lectures on child psychology, taking notes and passing examinations with all the passionate attention one formerly paid to college boards.

One is taught about the miscellaneous varieties of complexes one's child may become a victim to, and what to do about each one. Every emotion or course of action he may possibly pursue comes under the heading of one complex or another. One learns that it is important to let him win at games with a certain regularity, or else he will become a prey to the frustration complex. In earlier days of child-raising, he would merely have been called a modest child!

One is taught to eschew the use of all corporeal punishment; instead, to reason with the child and appeal to what the psychologists optimistically call his better instincts. However, one feels a fearful doubt, that, when one inquires gently after the breaking of sister's toy or the pilfering of a penny, "Wouldn't you rather be a good little boy than a bad little boy?" one's darling baby's reply will not be altogether according to Hoyle. Suppose he replied (and oh! how naturally!) "No, I like to be a bad little boy!" Who could blame him? None of the hardships, and all the rewards, of merit!

When one's baby has attained the staggering age of six months, perhaps one will feel called upon to administer an intelligence test to his infant intellect. The anxious, panicky parents hang over the crib, while a bell is rung a little to the right of the baby. He looks up, observes the object. A wait of a minute or two, and another bell is rung to the left of him, while a clapperless bell is waved in the exact place of the earlier bell at the right. To the (Continued on page 100)

Martinus Andersen



A "SKY-SCRAPER" SCREEN FOR SMALL METROPOLITANS



A FRENCH PROVINCIAL CHAIR

- At the top of the opposite page is an Early American setting for the important nursery meal. The bowl is Italian pottery; from Lord and Taylor
- The maple secretary at the bottom of the page is piled with books and toys; maple antique chair. The lamp is china and the ink-well pewter; Childhood
- Any nursery would be more interesting if it included the screen above. The three-legged stool has a hooked mat; rag rug; Alice Starr
- Above at the right is a tiny chair with a rush seat and a plum-and-blue linen cushion; from Young Books
- A unicorn graces the batik panel at right, and the antique Swiss toy chest is painted in rose and gold; flannel duck; wax doll; Children's Centre



Martinus Andersen

A TOY CHEST LESSENS CONFUSION



CHRISTIAN AND HÉLÈNE DE FELS

YOLANDE DE GUERRIF
DE LAUNAY

PHILIPPE AND EDMOND PONIATOWSKI

A CHILD'S LIFE IN PARIS

By THE DUCHESS D'AYEN

FRENCH children live in a paradise of which Nanny is the guardian. Nanny is English, of course. She does not wear a nurse's uniform, but a nice, tailored suit, in dark blue or dark grey, and white apron-dresses in the house, with a cozy English feeling about them and a secret superiority to fashion. You feel, in front of Nanny, that here is an Institution ever to be respected.

So French children say their prayers and ask for Mama's permission in English, and no wonder if they have to work ever so hard after that to understand the terrible French verbs. Nanny comes straight from London, but she often becomes part of the family and, after bringing up her first child in France, is asked to nurse the cousins, the nephews, and any small relative whose parents have heard of her perfections.

Swiss nurses also are found to be excellent; they are trained at La Sœur Mathilde's establishment at Bâle, and they take care of baby's bottles and soups for the first two years. The old-fashioned and rather barbaric use of wet-nurses, who nearly always came from Brittany, has practically disappeared. Though

Mama agrees with Nanny's experience and final decisions, they both discuss the child's menu together, and, certainly, this system develops his growth. The average height of a well-cared-for French child is greater than it ever was.

Shopping for the children takes up much of Mama's time, though, of course, a great deal of sewing is done at home, and Nanny, on her way back from her holidays in England, brings coats, shirts, woollens, and smocks, so easy to get or even to order from London, if you send the right measurements. In Paris, at Au Gagne-Petit, you can find charming children's linen. Fairyland and Les Mille et Une Nuits make lovely, fine lingerie dresses and petticoats. Marie et Marie-Laure, rue de la Pompe, have the best smocks for little girls and flannel trousers and silk shirts for little boys under seven years of age. Marie-Anne, rue de Miromesnil, offers sweet and simple suits for two-year-olds. Jones, the big shop in the avenue Victor-Hugo, has good woollens, cotton shirts, socks, gloves, and underwear accessories. And at Jones et Fils, avenue Malakoff, you can find excellent small boy's coats and suits. Old England and the Grande Maison in the rue Auber are indispensable for boys over nine. Get party dresses and smart coats for your little girl from Lanvin's and Callot's children's departments and also from Mignapouf and Marcelle Belin. J. Billioque shows charming models, and Madame Guichard, rue d'Uzès, will come in answer to a telephone call and propose to you the right thing, if you are too tired of shopping. Remember, (Continued on page 101)



(ABOVE) CYNTHIA BALFOUR
BRENDA AND ROY BALFOUR



FRANÇOIS, ISABELLE, AND PHILIPPE DE LA ROCHEFOUCAULD



J. BILLIOQUE • LANVIN • J. BILLIOQUE • CALLOT

- J. Billioque, a talented couturier for children, broadens small shoulders by a well-cut cape on this smart coat of water-green cheviot
- Lanvin uses the same arrangement of seams for this sapphire-blue *natté* woollen coat, "Colin-Maillard," that she uses on mother's coat
- J. Billioque made for the six-year-old clutching her doll a sage-green velours de laine coat with raglan sleeves, a yoke, and unusual seaming
- Callot sticks closely to the traditional in making the small boy's overcoat. Variety is introduced in the belt and two wide box pleats

SMALL PARIS PUTS ON TINY CAPES AND YOKES

NEW FABRICS FOR SCHOOL

AND THE PLAY ROOM

- The young Parisian absorbed in the Mother Goose tales wears J. Billioque's green silk piqué dress with godets and white linen trimming
- Marcelle Belin appropriates red-and-white checked tobralco for the dress with the shirring. The collar is of white handkerchief linen
- J. Billioque makes a clever school dress, "Côte d'Azur," with a rose wool tussur skirt buttoned to a blouse of toile de soie in the same shade
- Mignapouf's frock, "Madelon," is of beige *natté* woollen with pleats from shoulder to hem, which are held by bands of various lengths



J. BILLIOQUE • MARCELLE BELIN • J. BILLIOQUE • MIGNAPOUF



TWO MODELS FROM LUCIEN LELONG



MIRANDE

BLOUSES ARE WORN ALL DAY LONG

- Lucien Lelong likes soft jersey for sports blouses, and he brings a refreshing note to the ochre-beige one, "Blaise" (shown left, above), by putting lines of tucks on the collar and cuffs and in a geometrical pattern on the bodice. The sleeves are set into square armholes
- Lucien Lelong's blouse, "Estérel," right, above, is of a becoming moss-green jersey. The vest with its tailored collar and the simple cuffs are of white piqué—the jersey-piqué alliance being an excellent one. Both this blouse and the one shown beside it tuck in and are belted at the waist-line
- Mirande decorates a topaz-yellow crêpe de Chine blouse, "Boule de Neige," with lines of faggoting. The cut of the sleeves gives a loose effect, and the neck-line is draped and tied. Maria Guy's hat, "Une Touche," is of dark brown plush with vividly coloured quills



TWO MODELS FROM AUGUSTABERNARD

NEW BLOUSES TIE OVER THE SKIRT

• Augustabernard suggests this dull white satin blouse, "859," for wear with a black-blue velvet suit. The blouse is tucked in, but a loose bow in front softens the waist-line and adds a little more formality. The Rose Valois hat of dark blue velvet and white grosgrain is an effective link

• Augustabernard goes to the extreme of femininity in this white chiffon blouse, "Frivolité" (right, above), with groups of fine hand-sewed pin tucks and a bertha collar scalloped at the edge. A narrow belt of the chiffon is worn over the skirt. The draped and shirred velvet toque is from Florence Walton

• Schiaparelli uses very vivid blue tussur for this simple sports blouse, "711," which is, of course, a tuck-in. Tiny gathered tucks at the neck-line give fulness in front. The narrow neck-band forms a little standing collar, and a narrow band buttons down the front of the model



SCHIAPARELLI



FOUR MODELS FROM VIONNET

VIONNET WRAPS

HER COATS AND DRESSES

- Vionnet's master hand is seen in the beautifully cut hip-line of this pale grey-green French twill coat-dress. The long scarf is tied at one shoulder to suggest a one-sided effect; from Altman
- A one-sided shawl collar of Persian lamb—which continues to be the outstanding fur trimming—accentuates the slender line of this black woollen coat. The wide cuffs are important; from Bendel
- The wrapped, one-sided effect asserts itself again in this Vionnet dress of beige silk crêpe with a buttoned closing; Lord and Taylor
- The tweed coat for general wear has also succumbed to the wrap-around idea. This Vionnet model of beige tweed is snugly belted at the waist, has a leather belt, and beaver collar and cuffs; Lord and Taylor



LANVIN • CHANTAL • BRUYÈRE • MAGGY ROUFF

- Lanvin ends the coat of this dark green basket-weave woollen ensemble at three-quarters length. The sun-ray treatment on the dress and coat is very new, and beaver is used for trimming; Lord and Taylor
- Chantal believes in brevity for the jacket of this blue, black, and white tweed suit. The high, scarf neck-line, the shirring on the skirt, and the blue crêpe blouse are smart; Saks-Fifth Avenue
- Bruyère's soft black woollen ensemble introduces a new note in its upstanding collar of stiff grosgrain. The seven-eighths length coat is fitted, and the blouse is of white jersey; Saks-Fifth Avenue
- Maggy Rouff's suit of warm red-brown woollen has a cleverly fitted jacket, pleated skirt, bolero blouse, and chiffon tie; Lord and Taylor

ENSEMBLE COATS

WILL VARY IN LENGTH



PAQUIN - BERGDORF GOODMAN

Paquin's distinctive suit has the new silhouette of the season, a long, slightly flared line broken by a band of fur at the hips. The fur is blue fox, the fabric imported brown tricot broadcloth—a chic colour combination

BERTHE - BONWIT TELLER

Berthe puts a peplum of black galiak fur on this black railykasha suit and scallops the fur amusingly. The jacket is cut in a new length. The tunic blouse is made of black-and-yellow dotted crêpe de Chine

SAKS-FIFTH AVENUE

Rodier's black railykasha and black Persian lamb fur—which has not lost any of its smartness—are used for this formal suit. The collar is especially becoming worn with a beret. The blouse is of off-white satin

MORE FUR MAKES WINTER SUITS MORE FORMAL



WORTH - BONWIT TELLER

Worth emphasizes the chic of black velvet in this very new evening wrap made without sleeves. On cold evenings, however, it may be converted into a practical and warm cape. Silver fox forms the trimming

EMMETT JOYCE

Vine-green velvet lines the three-quarters length coat of this green-and-silver sheer lamé ensemble. The slightly dolman sleeves are very full, and the flattering collar is of beige fox; Emmett Joyce

LANVIN - SAKS-FIFTH AVENUE

Lanvin, too, uses velvet—this time, ruby-red Lyons in a distinguished long evening wrap with a fitted waist and a dipping hem. Wide bands of black fox accent the elegance that is essential this year

A LAVISH USE OF FOX ON EVENING WRAPS

PARIS NOTES

ON THE SUMMER SEASON



- The Marquise de Paris attended a concert in this Augustabernard grey-green ensemble
- Chanel's black tulle dress (above), with vertical ruffles, and her velvet jacket trimmed with ermine were worn by Madame Barrachin
- The Comtesse de Zogheb's white lilies and black gloves (right) form an effective contrast
- Madame Jacques Lacloche's white lace dress is accented by red roses and rubies
- The cape of this Worth dress (extreme right) is shirred onto loops of rhinestone and onyx

THE courtyard of the Ritz at lunch time looks as if a flock of magpies had settled there. Every one is wearing black with white, white neck-lines, white blouses with black suits, white hats. So fresh looking—it is a miracle that they stay so clean! Mrs. Michael Arlen wears a toque of soft white straw; the Princess Pignatelli, Agnès's crocheted-string stocking cap, with her black coat and white scarf, tied in front, from Schiaparelli. Who can that be, so chic in a black crêpe suit, with many strands of pearls around her neck and the little close toque of shirred white velvet from Patou that one is seeing lately? That charming little hat of soft, draped black straw, with the ends of the little white straw ribbon around the forehead tacked up on the crown, is from Marie-Christiane.

• There are no prints, to-day, because it is a bit chilly and looks like rain. The Augustabernard coat-dress, with a low, rounded tunic flounce edged with white piqué, is seen everywhere, while, as for Chanel's black suit with the notched edges and white piqué vest—it seems as if every one owned one. One can not keep up with Reboux's turban shirred into the grosgrain parting at one side. It is seen in every conceivable fabric and combination. It's the real Ford of the season. Princess Ilyinsky wears it in grey and white. It is excellent in black-and-white crêpe and is also terribly smart in all-white jersey.

• What would we have done without our little suits, this season? There have been so many rainy grey days when they were just the thing—in light woollens or in heavy silk. One from Augustabernard is of dark blue crêpe with a fullish jacket and navy-blue leather belt, and the new type of sailor hat with its straight brim worn at an angle looks very chic with it. Flamengo, sprinkled with tiny white dots on navy-blue or black, is a favourite material for suits. Mrs. André Lord wears one from Mirande. Speckled wool voiles also are very much liked. Mrs. Carroll Carstairs wears Molyneux's sheer voile ensemble in navy-blue, with the fine white hair-line stripe, that looks so cool and fresh.

• Everybody seems to have had the same idea, this first bright sunshiny day, of coming to Armenonville for lunch. And how amusing to see those girls in riding-habits lunching with their friends in printed dresses—much more fun to lunch here than to go back into town and change. Prints look right, out here (Continued on page 98)





- The black-and-white ensemble at the left in the group below combines Chanel's suit and Agnès's felt hat with quills
- A reddish-brown suit has a chiffon blouse in autumn colours; wide brown straw hat
- Chanel's coat-dress, at the right, below, is in reddish-beige; piqué collar; beret of beige and white grosgrain

- At a recent dinner, Princess Ilyinsky (left) was seen in Lanvin's beautiful picture dress of deep red damask, with the double peplum
- Madame Alzaga Unzue (above, left) wore, recently, a frock of mat black crêpe, with a skirt of wide pleats and a bodice of horizontal folds. Her pendant brooch was of emeralds and diamonds; her corsage, three real red roses
- Augustabernard's white fringed dress (above, next to left) was chosen by the Comtesse de Munoz and accented by a green bag, green slippers, and a black-and-green handkerchief
- The night of her party, Mademoiselle Chanel (above, next to right) wore a white satin dress. On one arm, she wore many single bracelets of sapphires, rubies, diamonds, and emeralds
- Schiaparelli's light jacket with the dark dress (above, right), in black and white crêpe, was seen at the Théâtre Pigalle. Its wearer wore three gardenias and carried a lace and ivory fan





JEAN PATOU

Hoyningen-Huene, Paris

THREAD LACE FOR EVENING

A charming and practical dinner-ensemble, Patou's "Ghis-laine," is of finely patterned thread lace, in a becoming shade of grège. The bodice has an attached bolero, and the skirt gains fulness through circular cut. A two-thirds length jacket with sleeves completes the costume. The short diamond necklace and bracelet are from Van Cleef and Arpels

TAME SPORTS

BY EMILY KIMBROUGH WRENCH

I consider myself a sportswoman, and yet there are some who question it. I intend here and now to prove to these doubters my qualifications.

It is true that, in tennis, I take only those balls tossed gently and directly at me, but the scurrilous report that I hold my racket in both hands is uncharitable. I can swim fifty strokes, if I count, and no one splashes near me nor interrupts, and the fact that I have to put one foot on the bottom to turn myself around is irrelevant. I can also ride, and would, were it not for the severe discomfort of biting my tongue whenever the horse goes out of a walk. These sports, however, I simply take in my normal stride, as we say; my more spectacular achievements are in a specialized group, sometimes, and all too often, referred to as "Tame Sports."

Croquet is one of these. Not the refined game laid out in your trivial American fashion, with two wickets close together at each stake, but robust English croquet where wickets are the length of the field apart, each surmounted by a candle for playing after dark. I have seen men approach this game with that air of tired superiority so endearing to their wives, reach a peak of nasty temper, and end the game ready to cry. A friend of my husband's in England is very modest about his War record and excessively reticent and ill-tempered about an ugly scar over his eye acquired during the War. The first is a common trait, but the latter is due to the fact that he got the scar while on leave after weeks at the front, by hitting himself with his own croquet mallet in an over-vigorous and ill-aimed shot. I play the game very well.

Ping-pong is another game in which I fancy I carry my weight, as I believe they say. Not your rowdy smash, bang, cut, and slice ping-pong that I dislike. But a good, steady match of keep-the-ball-in-the-air ping-pong is as good a game as can be found anywhere. After-dinner ping-pong is really great fun.



SPRINGING ALONG ON TENNIS SHOES



CROQUET IS A TEST OF TEMPER



THE DART-THROWER FEELS LIKE SITTING BULL

Your guests line up single file in teams at each end of the table, stepping to bat, so to speak, for one hit, then relinquishing the racket and place to the next in line for the return shot. With the same sort of thing going on at the other end of the table, crowding, pushing, and a good deal of pleasant confusion and general ill feeling can usually be counted on.

Another favourite of mine is deck tennis on the lawn, though my apprenticeship at it is still a bitter memory. I was on my way to Europe and travelling alone for the first time in my life. I was approached by that eager band of sports promoters always to be found on board and signed up to play in the deck tennis tournament. I went up to the boat deck feeling very fit, springing along on my tennis shoes in what seemed to me the best sporting manner. The entire ship had turned out to see the match, and I could not have been more pleased. I drew first serve. The ring sailed from my hand, and then, like a homing pigeon, made an arc like a boomerang's and lighted at my feet. My second shot winged an officer at the other end of the ship, on the second-class deck, whizzing his (Continued on page 88)

**A FRENCH REVOLUTION
TAKES PLACE IN
DAY AND NIGHT NURSERIES**

- The photograph below shows a child's bedroom in the house of Madame Raymond Patenôtre, in Paris. The walls are painted in various tones of rose, and, as a backdrop for the little bed, a large window has been painted on the wall, showing white chiffon curtains opening on a blue sky in which a large silver star twinkles. A real window has white dotted chiffon curtains. The furniture is painted with white and rose enamel; the chairs are covered with heavy rose linen; and the rubber floor covering is in grey and rose.
- The play room in the same house, shown on the opposite page, is a harmony in blues. The walls are decorated with a conventionalized map of the world. The fireplace gives the effect of having been built of large toy blocks in dark blue and white. Around the sides is a built-in cushioned bench in which playthings are kept. The amusing chandelier is made of large blue and silver balls; the rubber flooring is in grey and blue. Both of these rooms were decorated by Alice Courtois.
- The modern French rug for a nursery, in the lower photograph on the opposite page, is called "Jouets" and has conventionalized toys in white, rose, black, brown, and green, against a blue-and-white ground. It was designed by V. Boberman and executed by Dim, in Paris.



A SMALL PARISIAN'S BEDROOM IN TONES OF ROSE

Sonia, Paris



THE WORLD ON THE
PLAY ROOM WALL AND
MODERN COVERINGS
ON THE FLOORS



Sonia, Paris



NANA • TOTS TOGGERIE

- The blond young person with the nosegay in her hand, above, is wearing a blue linen frock trimmed with white bias banding. The sleeves are charmingly infinitesimal; from Nana, Ltd.
- Her playmate's summery frock is of white cotton voile with green embroidered dots and green piping; Tots Toggerie. The rough straw hat has a pink, green, and blue braid band; Saks-Fifth Avenue

- The croquet player looks the perfect sportsman in a white shirt, duck trousers that are very English, and a blue-and-white belt; Rowe Shop, Saks-Fifth Avenue; brown moccasin shoes, Best
- His young brother is cool and comfortable in a yellow cotton broadcloth suit buttoning on each shoulder. The hat is of stitched broadcloth to match; De Pinna; white elk hide sandals; Best



Steichen

SAKS-FIFTH AVENUE • DE PINNA

- On the opposite page, the child behind the linen poke bonnet wears a pale yellow handkerchief linen frock with tiered scallops piped in blue. Her bonnet is scalloped, also; Saks-Fifth Avenue
- The older girl likes the cool simplicity of her pale blue gingham dress and jacket, trimmed with blue-and-white gingham; Franklin Simon. The white buck shoes are perforated; from Frank Brothers



Steichen

SAKS-FIFTH AVENUE • FRANKLIN SIMON

LITTLE AMERICA

WEARS SIMPLE

COTTONS AND LINENS

ONE of the pleasant things about children's fashions is that they change very little. They are always simple, in any season, and such qualities as brevity, durability, and the ability to launder are assets, year in and year out. White is invariably charming for little girls—and for big ones, too,—as the photographs on pages 56 and 58 demonstrate. Yellow sometimes surprises one by making the wearer look “washed out,” but, when it is becoming, nothing is smarter. The neck-line is the determining factor in becomingness, in clothes for both little boys and girls. For most small costumes, go under a sweater with great frequency, since cottons and linens are worn all the year round and short sleeves are increasingly in evidence. Often, the most charming little frock loses its good lines when a sweater is slipped over it. Usually, a well-cut little collar is the surest means of keeping a frock from getting awry at the neck.

Good rules to follow are—that children should wear as few clothes as the weather permits; that frocks and small trousers should be as short as looks well on the wearer; that a hint of fussiness should be avoided like an exposure to measles and that trimmings should be confined to such simple ones as tucking, smocking, scallops, and piping.

• Young as she is, the budding sportswoman at the left below knows that white is the most effective on courts or links. Her one-piece shantung frock has tucked detail at the waist-line and a pleated skirt. Her tailored, fitted jacket is of blue flannel, belted in the front. Her stockings are of sheer lisle, in sunburn tone, and her stitched moccasin sports shoes are in the traditional brown-and-white combination; from Best

• The tuck-in shirt and separate skirt is another winning costume in junior sports events. Jacquard shirting is used for the model, shown right, below, and with it is worn a hat of white panama with a black leather band, and black-and-white shoes; from Best

THE GREAT WHITE WAVE

FOR THE EARLY 'TEENS



Steichen

MODELS FROM BEST



FRANKLIN SIMON



LORD AND TAYLOR

Steichen

Fourteen isn't too young to wear an ankle-length party frock, when it is as unsophisticated as this pale pink mousseline de soie frock with small blue flower embroidery. The sash is of pink and blue grosgrain ribbon, and the puff sleeves and tiers lend an old-fashioned charm to a modern frock; Franklin Simon. The simple coiffure for a young girl is by Charles Bock

When one is thirteen, as is the young lady at the left, one's party dress ends about three inches above the ankles. This picturesque dress is of tucked white cotton net, a revival of 1930 that seems to have had the interest of young girls at heart. The double cape collar and the corsage of white violets at the normal waist-line are two very effective details; model from Lord and Taylor



WHERE ARE THE FRÄULEINS OF YESTERYEAR?

THE BUSTER BROWN ERA

WE, who so lately were the far-famed younger generation and had books written against us, feel plunged into our dotage when we behold the extreme youth of to-day. These children astound us with their chic and appall us with their sophistication. While applauding their omniscience and marvelling at their poise, we ask, what sort of a Younger Generation are these present-day infants going to grow up into?

For we were pretty sophisticated ourselves in our heyday and knew rather thoroughly that phantasmagoric miscellany of information known as our "stuff." And yet, when we pause to recollect the shocking innocence concerning clothes that was ours, the dowdy and unappealing garments in which we were clothed, we can only shudder.

We made our little mark as Bright Young Things in flannel petticoats, no less, and leather tam-o'-shanters, and, dreadful thought, guimpes! Roman sashes of every hue encircled our world-ignorant little middles, and we went every Thursday to dancing-school in velvet dresses that came to our knees, with our hair flowing down our backs from under a black velvet bandeau, in careful imitation of Alice in Wonderland.

Who does not remember the doubtfully blessed days when we wore that species of undergarment known as Ferris waists, from the yellow bone buttons of which hung suspended white handkerchief linen drawers, edged with embroidery? Who, having once been encased in Buster Brown garters, could lay claim to knowledge of the world or pretend to understand Einstein?

We even took a certain pride in the very horror of our clothes. We vied with one another for the honour of owning shoes with the floppiest tongues or for having the loudest plaid in town woven into our serge skirt. The girl who had the noisiest and reddest cherries or the largest assortment of field flowers on her broad-brimmed leghorn hat was an object of definite envy. Mention of these hats should not be dismissed without a nostalgic word about the elastics that clamped them to our addled little pates—those elastics, black or white, that one snapped against one's fat chin or sucked, behind



THOSE PATENT LEATHER BELTS



DICKIES, TAMS, AND OTHER ATROCITIES

the governess's back, until they hung limp and lifeless and were knotted in sundry places in an attempt to make them still of use.

Like the sudden and dreadful recollection of a deed done long ago, and ill-done, comes the memory of the Peter Thompson, dreary, dismal blue serge uniform that it was. That red sailor tie, that depressing dickey—with what unerring precision they made us all look precisely and unattractively alike. Also, there were Liberty dresses, lavishly smocked, not only at the yoke, but also at our youthful waist-lines—and Shaker party capes of broadcloth with satin-lined hoods.

As for our nether limbs, instead of appearing smartly bare, they were, in days of our youth, clothed in ribbed cotton stockings, with the lumps of winter flannels underneath. Buttoned boots or high, brown laced boots finished off the ensemble in winter; sneakers encompassed our feet in summer, and our nurses tied black velvet carriage boots over our bronze kid slippers when we went to parties. Wide patent leather belts, of a sinister blackness and shininess, were worn over our striped gingham dresses, as alike as the inmates of a poorly endowed asylum for the mentally defective. The blackness and shininess had a way of peeling off in small patches, and the aiding and abetting of this natural phenomenon whiled away many a restive rainy afternoon.

Youthful hair, now so simply and charmingly arranged, was the victim of unforgivable crimes in the days when we were small and knew no better. Either it was a barette or a large and flaunting hair-ribbon, with a pompadour before. As you grew older, a second barette clamped your hair half-way down the back. Perhaps, one was led, like a lamb to the slaughter, to the vicious use of curling sticks, rags, or paper, and consequently spent a night with all the comfort of sleeping in a quarry. The best one could hope for was the Buster Brown cut or two wiry little pigtailed sticking stiffly out from one's unprotesting head.

As for articles of purely frivolous adornment, there were lockets, preferably heart-shaped, which hung from a chain about our necks and thumped us in the chest as (Continued on page 96)

A GIMPE AND FRILLS
FOR "DIABOLO"

THE LITTLE LORD FAUNTLEROY MANIA



PARENTS HAD FANCY NOTIONS



The Misses Selby

MRS. GUSTAV L. STEWART, JUNIOR

Mrs. Stewart, photographed with her small son, Gustav L. Stewart, third, is the former Miss Sarah Sage, the daughter of Mr. and Mrs. Dean Sage, of Bernardsville, New Jersey. Mrs. Stewart's sister is Mrs. Henry H. Landon. Her brother, Mr. Dean Sage, junior, was married to Miss Anne Tilney in June. Mr. and Mrs. Stewart live in Short Hills, New Jersey

ORDERING CLEVERLY IN RESTAURANTS

"NOW then, look over the menu and see what you want." The move is false; no woman likes to make minor decisions, especially in regard to food, and her opinion of you falls if you expect her to. This is your opportunity to play the host, and it's both unwise and unfair to shift your responsibilities over to your guest.

"Maître d'hôtel, what do you suggest?"

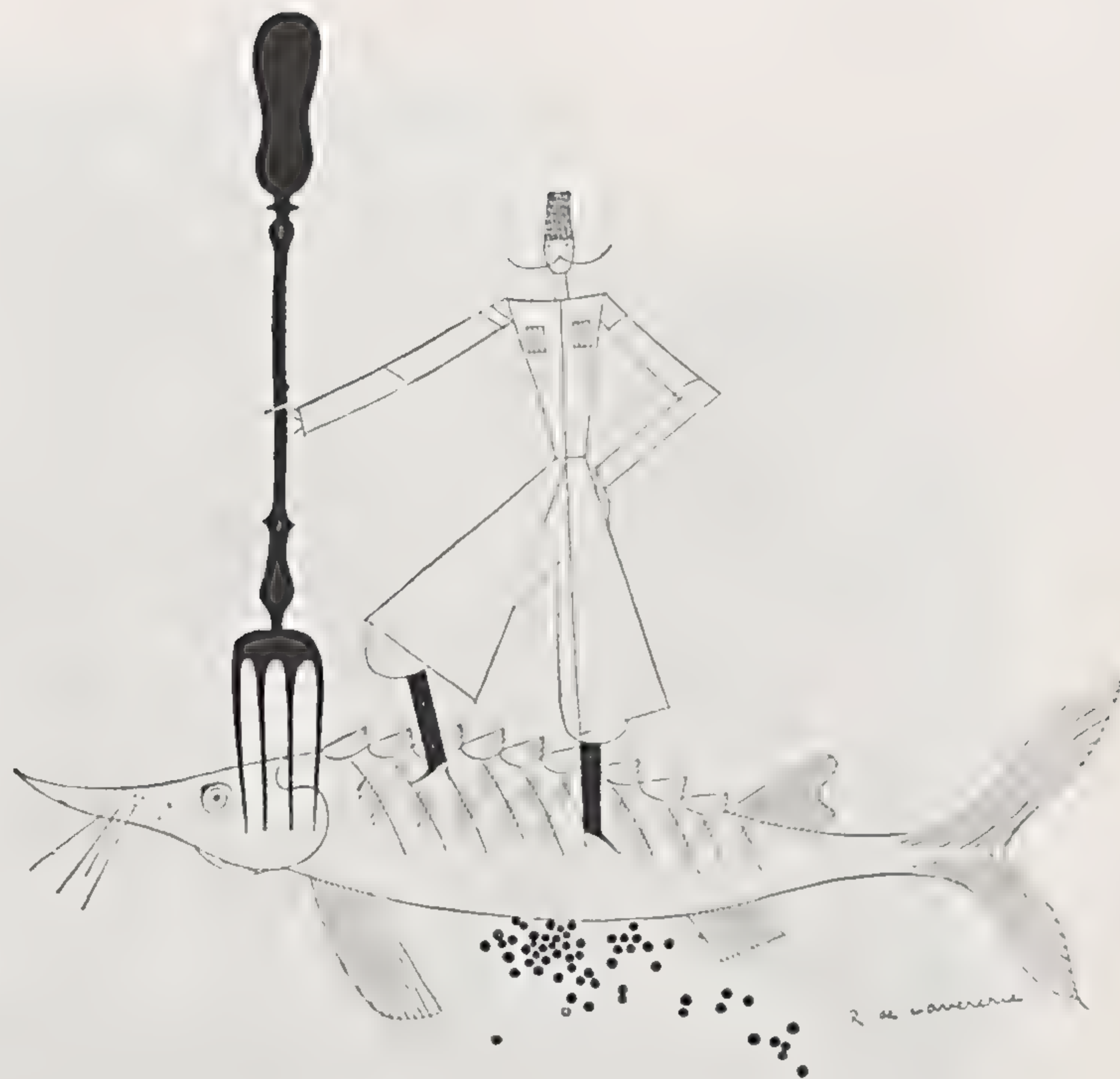
Another error; a head waiter, unless he is an old acquaintance, might quite justifiably make your question a reason for inducing you to run up a bill—an ostentatious procedure, whether you can afford it or not. It is quite right to take him into your confidence to the extent of asking whether the peas are better than the beans or inquiring about the *plat du jour*, but only after you have the outline of the meal well in hand. That is a problem that you must face squarely and alone, and it should be part of the education of every young man- or woman-about-town to know how to order in a restaurant.

To begin with, the type of your guest must be taken into consideration—actress, débutante, the girl from home, or your best friend's wife. The menu should be varied in accordance. The actress will, perhaps, crave substantial dishes, the débutante slim fare, the girl from home something exotic, and your friend's wife a memorable meal.

Gastronomy is considered by some to be one of the fine arts and follows similar rules of proportion, balance, and harmony. Lacking these, food is a dreary means of sustaining life. Moreover, there are unwritten laws, invented in France, regarding those dishes that may be eaten at lunch and those that may be eaten at dinner, as well as fundamental concepts governing the proportions of green and starchy foods. Two or three courses, if properly chosen, are sufficient for the noontime meal, and three or, at the most, four courses are correct for dinner. The secret of ordering efficiently is to order from among the dishes listed on the menu and to reduce the number of items rather than to try and save on the items themselves.

One rather hearty dish for lunch, followed by a salad and ending with coffee, is a modern and sophisticated meal; and to press unnecessary and unwanted courses on your guest is as bad form as to begrudge her sufficient food.

Luncheon is an informal, convivial meal, allowing any amount of initiative and a wide range of courses that includes such items as hors-d'œuvre, eggs, liver, kidneys, noodles, and such. Many Italian dishes, such as *gnocci*, ravioli, and spaghetti, or noodles, followed by a salad or a sweet, are delicious and different and far removed from the schedule of home cooking—which is, after all, the chief reason why you enjoy going to a restaurant.



If the weather is hot, any meal opens pleasantly with cold soup or hors-d'œuvre. After hors-d'œuvre, choose a simple, hot dish—a lamb chop, for example. It is a mistake to follow up with cold meat or a fancy entrée, as either of these is too reminiscent of the first course. If your lady is especially difficult to please, you might suggest grilled mushrooms on toast, artichoke with Hollandaise sauce, or an alligator-pear salad to succeed fish, noodles, or eggs.

For dinner, in lieu of hors-d'œuvre, which are permissible only at lunch, you may order oysters or, if they are out of season, clams. The choice of thick or thin soup should be carefully considered. Thick soups limit the variety of the *plat de résistance* to follow, as they effectively diminish the appetite. They precede fish well, in which case, naturally, oysters or clams would be redundant. Fish may thus be advisedly substituted for meat, especially in hot weather, when cold salmon or any small fish, cooked in butter, with a green salad, is appetizing.

Of great importance is the choice of sauces and dressings in relation to one another. Not more than one thick sauce or dressing should grace a menu. This requires a certain amount of canniness, as a well-chosen *filet de sole* bathed in a delicious sauce Marguery would combine fatally with asparagus Hollandaise or salad with Russian dressing. In such straits, either fish or asparagus should be cooked in plain butter, or the salad should have French dressing. Thick soup, for the same reason, excludes all thick sauces to come.

If a duck or bird is chosen as the principal course, in preference to fish and meat or chicken, it may be accompanied by potatoes and vegetables. In France, salad always is eaten with chicken or, failing that, vegetables in salad form. Hot meat should never be eaten with salad, although cold meat and salad are a good combination. Salad, according to American custom, is often eaten as a separate course and may conveniently (Continued on page 90)



MISS EVE MORTIMER



MISS PRISCILLA SAINT GEORGE AND HER GREAT-GRANDFATHER, GEORGE F. BAKER, ESQ.

THE MISSES
PHYLLIS ANN AND JANET ADAMS
MISS LISA STILLMAN POLHEMUS
MASTER HENRY MARTIN POLHEMUS

Miss Eve Mortimer was photographed at Tuxedo Park. She is the daughter of Mr. and Mrs. Stanley Grafton Mortimer and a niece of Mrs. David Wagstaff

Miss Priscilla Saint George is congratulated by her great-grandfather, Mr. George F. Baker, upon her fine horsemanship

The Misses Phyllis Ann and Janet Adams, Miss Lisa Polhemus and Master Henry Polhemus enjoy Southampton

Miss Marjorie Drexel is the daughter of Mr. and Mrs. Anthony J. Drexel, junior, of New York; photograph by Anita de Bragança and Josephine Herrick

Master Duncan Ellsworth, junior, son of Mr. and Mrs. Duncan Ellsworth, plays on the sand of the Southampton beach

Miss Joan Davisson, daughter of Mrs. Paul Pryibil, of Lattingtown Road, Glen Cove, plays tennis at the Nassau Club

Miss Ann Frowert Haggerty, the daughter of Mrs. Louis de L'Aigle Munds, was photographed at Southampton

Young Masters Dougherty are sons of Mr. and Mrs. Graham Dougherty; photograph by Hollander and Feldman Studio

THE VERY MUCH YOUNGER SET

(Top) MISS MARJORIE DREXEL
(Middle) MASTER DUNCAN ELLSWORTH
(Right) MISS JOAN DAVISSON



MISS ANN FROWERT HAGGERTY



MASTERS FRAZER AND GRAHAM DOUGHERTY, JUNIOR



Drix Duryea

THE HOUSE OF ASHBEL BARNEY, ESQ., AT BROOKVILLE



A CHÂTEAU REBUILT ON LONG ISLAND

BUILT with the original stones brought over from Northern France, the house of Ashbel Barney, Esq., on Long Island, perfectly reproduces a French chateau of the Louis-Quatorze period. Even the site duplicates the original terrain—the weather-worn grey chateau being set in a thicket of dogwood-trees. As in its counterpart, two round towers restore the glamour of a mediaeval “keep,” and red roof tiles contrast with the grey walls. A courtyard is laid out with gravel paths and formal shrubbery. Charles Huard was the French architect, and Pleasants Pennington supervised the construction in America.



Doris Duryea

• Chanel—light madonna-blue chiffon—smartly scarfed—skirt stitched with horizontal tucks—snug hip-line, extending in gradual flare—Wanamaker

• Yvonne Carette—printed chiffon—cream background printed in bold, gay colours—two-piece—buttoned peplum jumper—flared skirt—Bendel

• Ardanse—long-sleeved dinner-gown—purplish-blue chiffon—tiered skirt panels—cuffs embroidered with silver beads—Bergdorf Goodman

• Lelong—cape-shouldered gown—crêpe elizabeth—the new warm wine-red—smart shirred motif of the bodice repeated on the skirt—Kurzman



CHANEL



YVONNE CARETTE

ARDANSE



LELONG

DINNER-GOWNS



LELONG

LANVIN

LANVIN

GERMAINE LECOMTE

• Lelong—dark brown crêpe de Chine—shirring accents the hip-line—bloused bodice extends into a bolero in the back—rolled collar—Kurzman

• Lanvin—light-weight woollen coat-dress—soft beige-and-brown—white linen collar, pieced in strips—belted with leather—hip pockets—Tappé

• Lanvin—black silk crêpe—contrasting one-sided neck-line movement, in white—white tie-around cuffs—crossed band treatment—Saks-Fifth Avenue

• Lecomte—fresh, bright green canton crêpe—intricately cut and pieced collar—shirring on softly bloused bodice—interesting godets—Bonwit Teller

RUNABOUT FROCKS

FROM THE PARIS

MID-SEASON COLLECTIONS



RIGHT



WRONG

Barnaba

VOGUE FILMS

A LESSON IN CHIC

If a certain woman has an Ardanse evening frock of black lace, what shall she add to make the total of herself, the dress, and accessories equal a success? If she's a bad sartorial mathematician, like the young lady on the right, she may add a bunch of irrelevant orchids, intricate bracelets, earrings and necklace of coloured stones, and slippers whose silver kid trimming has no relation to the dress. Simple shoes with buckles, diamond bracelets and necklace are good adding. Costumes and accessories on these two pages from Saks-Fifth Avenue

ADDITION AND**SUBTRACTION OF ACCESSORIES**

Let x equal the chic of an Augustabernard suit of grège wool, accented by black breitschwantz. What additions achieve the total of smartness? Not a fur made fussier with gardenias, nor inappropriate beige snakeskin shoes and bag, nor hand-stitched sports gloves. Subtracting the fur and adding black pumps and suède bag and gloves gives the right answer. This lesson in chic is shown in Vogue's Fashion Picture in the Paramount Theatre in New York and other theatres in other cities. Shops carrying these costumes listed on page 96



Barnaba

RIGHT**WRONG**

EIGHT TO FIFTEEN

SEEN IN THE SHOPS



- Velveteen gives proof of its return to fashion in the dark green frock (left, above) obtainable in sizes eight to fourteen. Pleated white crêpe de Chine collar and cuffs add great charm; from Saks-Fifth Avenue
- The child in the centre wears a frock that is charming for her years. Pleated pale pink georgette falls from the shoulders; sizes six to ten; from Franklin Simon
- Green chiffon fashions this ideal evening frock for a young girl, with pressed pleats in the collar; sizes eleven to seventeen; Madame et la Jeune Fille

ECONOMIZING is a game of the moment—it has its devotees, quite as backgammon or bridge. You hear of it everywhere—at the lunch table, in advertisements, in stage revues. Many people are playing it, and the better bred they are, the more amusingly non-chalant they are about it.

Many suggestions, wise and witty, have been made to the woman of limited income. And here are a few that may help in keeping down her daughter's budget.

If you follow the British traditions in dress, you will find this school a distinct help in being thrifty, for it enables you to buy out of season, and this is an excellent way of saving money. Imported tweed top-coats, Scotch sweaters, pleated skirts, and Liberty prints are not dated, so you can pick them up in March and tranquilly store them for next year without fear of their being *démodé*.

In the interest of smartness and economy, sports clothes should always be of the best, and this applies to children's clothes, as well as to grown-up ones. Blue chinchilla reefers, the kind with brass buttons and scarlet linings, are a good example. Best and Altman have excellent models, as have many of the other department shops. In fact, all of the good New York shops now feature very smart clothes of the English type. The inexpensive models become, in a short time, incredibly shoddy and worn. Imported ones, cut with a swagger that the copies seldom have, wear forever. They cost more, but one may pick them up out of season for half their usual price. For a small difference in the original outlay, you save money in the end and have continuous satisfaction.

Of course, the objection to good, durable clothes is the bugaboo of outgrowing, but it is possible to be clever and buy coats with raglan sleeves and deep hems. Be sure that the hems of dresses are hand-sewed, so that there will be no telltale line, left by machine-stitching, to mark your giraffe's upward progress.

Needless to say, little girls should never be made to wear clothes that are too large. Coats and dresses should always be exactly the right length to start with and adjusted when necessary. No one who has not wrestled with this problem knows how much trouble it involves, but, goodness knows, it is worth it! If one must err, it is smarter to have the dresses too short than too long; an extra inch can ruin the best-looking imported frock that ever left London. Lengths in general, of course, are governed by the height and proportions of the child, not by her age, and her mother must study



her very carefully, as she begins to grow tall, and see that the length is a becoming one. And now that belts have been set at the natural waist-line, the problem of exactly the right silhouette requires more attention than ever before. The young lady of thirteen or fourteen may be much more charming and picturesque in her party frocks this season, for slightly longer skirts carry her gracefully through the troublesome period of the first semiformal dresses. Just to the knee-cap, or covering it, is usually successful for every-day frocks at this period. Also, this season, the fitted and flared lines of older fashions have been adapted very cleverly to clothes for the early 'teens, while still adhering rigidly to the principle of simplicity.

As to bargains, much waste is committed in the name of economy, for only the wary can avoid pitfalls. When looking at a reduced article, ask yourself, "Why is it here?" "Is the neck-line unbecoming?" "Is it skimpily or crookedly cut?" "Does the collar lie flat?" "Was it passed by because it is drab and uninteresting and because each woman realized what an unbecoming

- Beige wool, with a black fleck and dot, is used in the frock at the left. The belted, raised waist-line and linen collar and cuffs are very smart. The sizes run from six to twelve; Bergdorf Goodman
- A charming daytime frock (middle) is of dark green sheer wool voile, with scalloped crêpe collar and pleated skirt; six to twelve; Bergdorf Goodman
- Dark brown jersey fashions the useful every-day dress worn by the young lady who is seated. It has a yoke in pale green and white and may be obtained in sizes eight to fourteen; from Altman
- Though the linen frock that the child at the right is wearing is in one piece, a tuck-in effect is achieved by means of a yellow top and a brown pleated skirt, sizes eight to fourteen; from Nana



- The coat at the left, for best, is of deep blue suède cloth, with a flat fur collar and a slightly fitted waist; six to twelve; Bergdorf Goodman
- Summer ermine trims that next to it, of dark maroon tweed; sizes eight to fourteen; Tots Toggerie
- At the left in the group of three is a warm beaver-trimmed tweed coat; eight to fourteen; from De Pinna
- The beige lapin sports coat in the centre has a beige shantung scarf and lining; eleven to seventeen; Best
- Belted and very chic is the rust-brown tweed coat for autumn, at the right, with its slightly fitted lines; sizes six to twelve; Bergdorf Goodman

COATS FOR COLD WEATHER

colour it is?" "Will it fit into the colour scheme of my child's wardrobe, or will it mean a new hat and coat?" Learn to recognize the heavy feeling and unnatural sheen of crêpe de Chine that is weighted with metal; learn to know serge that will go shoddy, cottony tweeds, stockings that have no elasticity.

Of two coats reduced to the same price, buy the one without fur. It is bound to be better cut and of better material. Almost certainly, you have some fur at home that will do, or the little furrier will supply you with it. Remember that for children, too much fur is not smart. It is out of scale. Moreover, only certain furs are suitable—beaver, gun-metal caracal, squirrel, and similar ones; chinchilla for trimming—in short, most of the flat furs. Happily, coats are unusually charming this year. Monotone tweed is excellent, and polo coats are returning to favour and are especially practical for the country. If a cape coat is chosen, it should have only a suggestion of a cape at the shoulders, rather than the elbow-length, flared capes seen so much in the spring.



TWEED AND KNIT SUITS

- Nothing is smarter for young persons, this season, than a well-tailored suit. The double-breasted model above at the left is of flat, nubbed brown tweed and has a pleated skirt; eight to fourteen; Wanamaker
- A blue flannel skirt is worn with a checked blue-and-white knit jumper and a blue knit cardigan, above, at the right; eight to fourteen; Tots Toggerie
- A suit of Chanel's red jersey (below), has a white jersey blouse; eleven to seventeen; Lord and Taylor
- Two-toned tweed in rust and brown fashions the suit at lower right, with its long, double-breasted coat and silk blouse; six to twelve; Bergdorf Goodman

The custom of dressing sisters alike, while it seems extravagant, may prove to be more than worth its cost. Of course, it is sometimes annoying not to be able to have Ann finish out "that perfectly good coat of Nancy's," but there are compensations. In the first place, it is smart to have your brood all alike; secondly, the psychologists are all for it, because of the suffering of those who live on hand-me-downs; and finally, an inexpensive, but effective frock, repeated three times, achieves an effect that is about six times better than three expensive, assorted models.

For instance, three blond girls, aged eight, ten, and twelve, respectively, were seen recently wearing blue serge pleated skirts and imported sweaters of blue-and-white striped cotton. The stripes were fairly wide and in a French-blue, which edged the cuffs, bottom, and V neck. Both skirts and sweaters were very well cut, and the trio looked exceedingly smart. It developed that Macy's has these sweaters, imported from Paris and sold, believe (Continued on page 92)





5357

53448



5362

5359

5361



**LONG, GRACIOUS LINES AND
CONTRAST AT THE NECK-LINE**

FROCK No. 5357—A pin-tucked inserted vest, bias collar, and draped cuffs with pleating lend a contrasting note to this one-piece silk crêpe frock. Designed for sizes 32 to 44

FROCK No. 53448—Canton crêpe is used for a two-piece frock with a wrapped tunic, falling unevenly on the left side, that is set on under a tied girdle. Designed for sizes 32 to 44

FROCK No. 5362—Another tunic frock of canton crêpe is trimmed with georgette crêpe. A scalloped finish is featured, as are a vest and undersleeves. Designed for sizes 14 to 20

FROCK No. 5359—Sheer woollen fashions this frock. The inserted vest with a cowl neck, the shaped collar, and cuff trimming are of silk crêpe. Designed for sizes 32 to 42

FROCK No. 5361—Contrasting collar and cuffs with a circular flare are smart details of this simulated coat-frock of light-weight woollen. Designed for sizes 34 to 46



S3447

S3446

5368

EVENING WRAP No. S3447—This unusually charming evening wrap is of sheer velvet. The upper section is lengthened by a shaped, circular flounce; raglan sleeves. Designed for sizes 32 to 42

EVENING ENSEMBLE No. S3446—This ensemble of stiff satin includes a frock, with an inserted vest and shaped lapels, and a short jacket (not illustrated). Designed for sizes 32 to 42

EVENING FROCK No. 5368—Sunburst-pleated inserts give a very new feeling to this one-piece crêpe satin dress with an interesting scarf; shaped neck-band. Designed for sizes 14 to 20

ENSEMBLE No. 5360—Wool crêpe is used for this frock and collarless jacket. The frock has a circular skirt section extending in a bib effect to the blouse. Designed for sizes 32 to 44

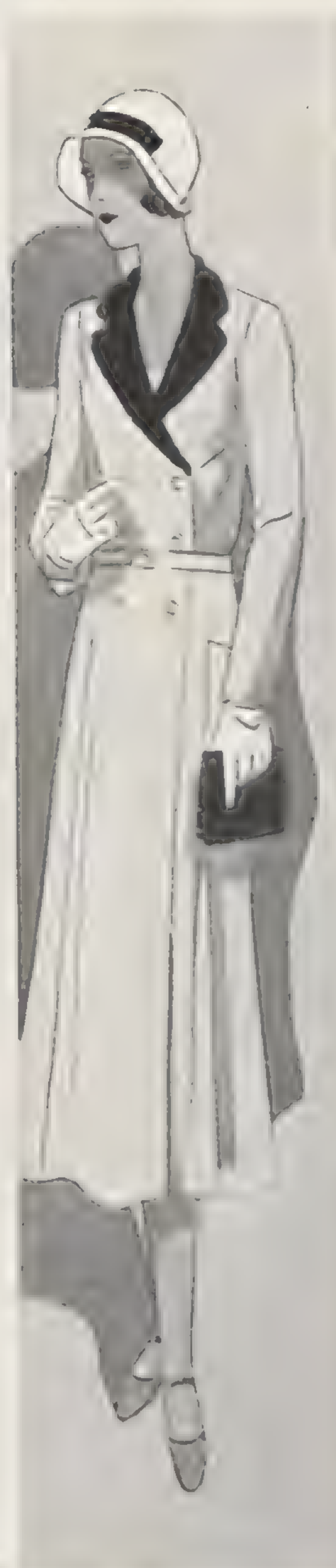
COAT No. 5363—This double-breasted coat of suède cloth has inserted side sections that provide a flare. There is a collar of fur or cloth and shaped lapels. Designed for sizes 14 to 20



DESIGNS FOR PRACTICAL DRESSMAKING



5360



5363



COATS AND FROCKS

FOR SMART YOUNG PERSONS



3090

3088

3089

FROCK No. 3082—A petal collar is a charming detail of this little one-piece crêpe de Chine frock, which is gathered to a shallow yoke, both front and back, and has short, puff, raglan sleeves. Designed for sizes 2 to 10

FROCK No. 3083—Taffeta is an attractive fabric for this sleeveless frock with a georgette fichu collar and a straight, shirred skirt. Designed for sizes 8 to 14

FROCK No. 3084—This sleeveless crêpe de Chine frock has a shaped collar and shoulder ties. There is a hand-embroidery design included. Designed for sizes 2 to 8 years

COAT No. 3090—This slightly flared coat of tweed, which is shown also on the opposite page, has a straight collar and a buckled belt. Designed for sizes 6 to 14

FROCK No. 3088—Batiste trimming is smart on this little crêpe de Chine dress with a tucked collar, a front tab, and cuffs; panties included. Designed for sizes 2 to 10

ENSEMBLE No. 3089—This three-piece ensemble is of wool crêpe and batiste. A bolero jacket, buttoned at the points, is worn over a tucked blouse. The skirt has a box-pleated front below a yoke. Designed for sizes 8 to 14



3090

3090

3087

3086

COAT No. 3090—The overlapping sections of the cape collar on this slightly flared coat of broadcloth cleverly achieve the effect of a double cape. Another version of this coat, to be made of tweed, is illustrated on the opposite page. Designed for sizes 6 to 14 years

COAT No. 3090—Velours is used for this variation of the same coat, in which the cape is omitted. This model, with its straight collar and set-in sleeves, is an excellent, practical coat for the small schoolgirl. It has a narrow belt. Designed for sizes 6 to 14 years

FROCK No. 3087—Shaped inserts in the front are a grown-up adaptation in this straight-hanging wool crêpe frock for a very little girl, with contrasting trimming bands and buttons and bishop sleeves shirred at the dropped shoulder armholes. Designed for sizes 2 to 10

ENSEMBLE No. 3086—This coat and skirt of tweed have an accompanying dimity blouse with a front band and a pointed frill trimming. The cape coat has a belt and patch pockets, and the slightly flared skirt also has a narrow belt. Designed for sizes 8 to 14 years

HAT SET No. 3085—Two hats are included in this set, a beret of velveteen—an outstanding type for autumn wear and a favourite with children—and a practical tweed hat with darted crown and a brim turned down all around. Designed for sizes 19 to 22 head size



3085



DESIGNS FOR PRACTICAL DRESSMAKING

NEW SUGGESTIONS
FOR THE WEDDING



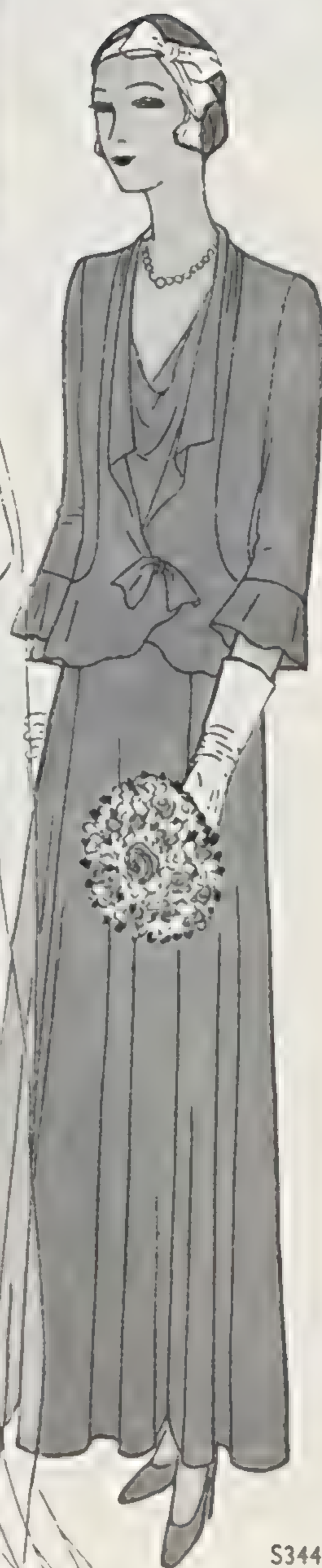
S3445



5372



S3444



S3445

ENSEMBLE No. S3445—Without its jacket, sketched at the extreme right, above, this frock may be worn for dinner or dancing. Designed for sizes 14 to 20

FROCK No. 5372—Lace and chiffon are combined in a charming frock that features a cape. The skirt of lace flouncing joins a straight bodice. Designed for sizes 14 to 20

BRIDAL GOWN No. S3444—The diagonal tiers of this gown of semi-sheer crêpe terminate in a train at each side back. The blouse is surplice. Designed for sizes 32 to 40

ENSEMBLE No. S3445—A jacket with a circular peplum is worn over the frock at the lower left to form this ensemble, above, at the right. Designed for sizes 14 to 20

DESIGNS FOR PRACTICAL DRESSMAKING

Ah! quelle saveur!



Your choice

Asparagus
Bean
Beef
Bouillon
Celery
Chicken
Chicken-Gumbo
(Okra)
Clam Chowder
Consommé
Julienne
Mock Turtle
Mulligatawny
Mutton
Ox Tail
Pea
Pepper Pot
Printanier
Tomato
Vegetable
Vegetable-Beef
Vermicelli-Tomato

LOOK FOR THE
RED-AND-WHITE LABEL



To the French belongs this glory. They consider that whatever is worthy to be the food of man is also worthy of man's highest imagination and loving artistry. To the French exquisite flavor, in all its subtle nuances, is a religion. And it is at the hands of celebrated French chefs that Campbell's Tomato Soup has been created into one of the world's masterpieces of the culinary art. Ah, what flavor indeed!

Tomatoes developed, under Campbell's tutelage, to the

highest perfection for making the soup for the connoisseur. The pure, tonic juices, the luscious tomato "meat" in a smooth, ingratiating puree, enriched with choice creamery butter. The ultimate refinement in the seasoning, of course. Such a soup as lingers vividly in your memory, as a gay and happy event in your appetite's little world. And it's but one of 21 — a complete cycle of all the leading soups of the world—in the true Campbell's manner. 12 cents a can.

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

DESIGNS FOR PRACTICAL DRESSMAKING



5366

5371

- **BLOUSE No. 5366**—This silk crêpe blouse has a scarf cut in one. Designed for sizes 14 to 40
- **BLOUSE No. 5371**—Tucking and a jabot trim this blouse. Designed for sizes 14 to 42



- **BLOUSE No. 5373**—A softly draped front and long sleeves are featured on this chiffon blouse, with shirrings at the shoulders and above the cuffs. Designed for sizes 14 to 44



- **HAT AND SCARF SET No. 5374**—The set includes a beret and a scarf of novelty jersey and a velvet hat with a sectional crown and a brim. Designed for sizes 21, 22, 23, 24

5365
53675364
5370

- **COAT No. 5365 SKIRT No. 5367**—Monotone basket-weave is smart for this coat with a tied scarf collar and novel cuffs of fur. The skirt has inverted pleats at the sides. Coat designed for sizes 34 to 46; skirt, 26 to 38
- **COAT No. 5364 SKIRT No. 5370**—Here, a straight coat and a flaring skirt of suède cloth combine. Designed for sizes 32 to 44; skirt, 26 to 36

THE SUIT COSTUME FOR AUTUMN

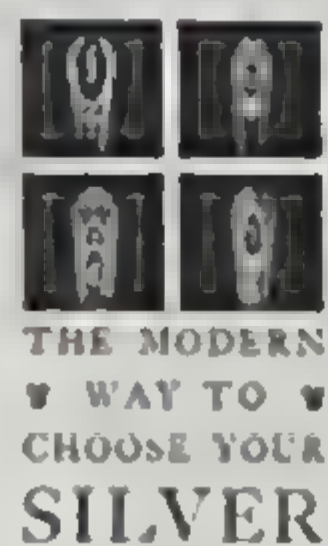
Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 103

Silver

IN DESIGNS TO COMPLETE
YOUR DECORATIVE PLAN

A thoughtfully related decorative scheme distinguishes the most gracious of modern homes. From the architecture of her house, to its furnishings and appointments, the discerning hostess carries out a consistent and harmonious effect. And now... this same discriminating good taste may be exercised in the selection of her tableware, for TREASURE Solid Silver is designed in all the accepted decorative styles, whether Early American, Early English, Georgian or Spanish. Each pattern is STERLING, of course... a standard of taste and gracious living that needs no comment.

There is a jeweler in your city who sells TREASURE Silver; he will be glad to show you the various lovely designs in this Sterling tableware. You will be interested in receiving "The Modern Way to Choose Your Silver"... the new TREASURE booklet, describing in fascinating detail how you may select your silver to harmonize with the decorative ensemble of your dining room. A copy will be forwarded promptly if you will kindly address your request to Department AI.



MARY II—WILLIAM AND MARY

With the Early English dining room... or the closely related Colonial type of interior... the Mary II and William and Mary designs are in perfect accord.



ROGERS · LUNT & BOWLEN CO.
Silversmiths — Greenfield, Mass.
Member of the Sterling Silversmiths Guild of America

HOURS of this....



and this....



and this....



WASTED
by neglecting
a minute for
THIS

DEW

CRYSTAL-PURE DEODORANT
INSTANT NON-PERSPIRANT

LAMBERT-FESLER, INC., ST. LOUIS

Paris London Berlin Amsterdam Copenhagen
Barcelona Sydney Toronto Shanghai

Often all the efforts made to attain a dainty, lovely appearance are undone by ruinous, tell-tale moisture spots on a beautiful frock.

It's so unnecessary, too, for just a minute devoted to DEW will keep excessive perspiration from accumulating and leaving its ugly mark on clothing.

This crystal-pure deodorant and instant non-perspirant may be used often and at any time of day. DEW will not irritate the tenderest skin or injure the most fragile fabrics when the simple directions are followed. It stops perspiration instantly.

DEW preserves your freshness, loveliness and charm. It protects your garments from costly discolorations. It is colorless and unscented. You need not hide this bottle.

DEW'S beautiful spill-proof flask is a charming addition to your dressing table necessities. At all drug and department stores. Three sizes: 25 cents, 50 cents, and large, economy size, \$1.00.

DEW instantly and completely
deodorizes sanitary pads



Martinus Andersen

ON HER DRESSING-TABLE

EVERY woman knows the joy of having her toilet preparations conveniently and compactly packed in a travelling-case of their own, ready for voyaging forth at a moment's notice. The most recent version of such a case comes from Dorothy Gray in the smart and amusing guise of a miniature hat-box and is shown in the photograph at the top of the page. It is a triumph of compact design, with an upper tray that can be lifted out so that the well in the centre can be used to contain another layer of cosmetics, while the bottles are held upright around the sides. This case, which is of black walrus lined with rose moire, is equipped with an adequate and well-chosen supply of preparations and cosmetics and is available at a moderate cost.

Another new case from this specialist is in a larger size, oblong in shape, with a front section that drops down, leaving all the preparations conveniently in front of you, as they would be in dressing-table drawers, with a mirror at the top increasing the dressing-table effect. Such an arrangement is especially practical when the case is used in transit and must be balanced on the lap or the shelf in a Pullman dressing-room. This case contains an inclusive assortment of preparations and all the cosmetics required for the average skin. The Dorothy Gray cases are obtainable in the Dorothy Gray salons in New York and other cities.

A SYMPHONY IN POWDER

The most successful forms of artifice are those that bear some real indebtedness to art. And a recently introduced theory in cosmetics is one that is based on the works of the great artists of the past and the present. Specifically, this theory is that, as the works of the masters of portraiture all reveal a single underlying skin tone, so can a single, perfectly blended powder shade complement the underlying flesh tones of every complexion.

A powder shade intended for this purpose has been introduced by the creator of the Armand line under the name, "Symphonie." The working principle behind this powder is that, rather than adding a complementary shade to the skin, it helps to reveal the underlying tone that the skin already possesses. In any innovation in any field, the eventual proof is in the using, and "Symphonie" powder has been found by many women to be unusually flattering, whether they are of blond or brunette colouring. It is a powder that is very successful in imparting

The newest Dorothy Gray beauty-case, like a small hat-box in shape, is equipped with well-chosen cosmetics and preparations

a fine-textured appearance to the skin, and its chameleon properties are such that it seems to lose any shade of its own and acquire a different cast according to the skin

that it adorns. The new "Symphonie" powder can be purchased in the many department and drug shops where the Armand preparations are sold.

BEAUTY BY PATTING

The virtues of gentle patting to aid the beautifying work of creams and lotions and to stimulate circulation are generally acknowledged, but they are all too seldom put into practice! A new device, known as the "Velvet Skin Patter," has been designed to make this patting process pleasanter, easier, and more efficient. This is a small electric contrivance with two fingers extending from it that fits easily into the hand. When the plug is attached to a convenient socket and the current turned on, the fingers begin a gentle, rhythmic patting that is useful in any number of ways. It helps an emollient preparation to penetrate beneath the surface of the skin and makes a tonic or astringent lotion doubly effective. It has a pleasant faculty of freshening both your face and your feelings, when it is run over the skin, and of leaving renewed colour in its wake. Applied at the back of the neck, it helps to relieve headache; it works against wrinkles and double chins; and, by stimulating the circulation in the area that is afflicted with blemishes, it is effective in ridding the skin of these defects. This patter, inclusive of all these many virtues, can be purchased in most of the large department shops for a very nominal sum.

REST FOR THE EYES

Eyes are a feature that receive too little attention in this world. Almost all of us subject them to some sort of strain, and, in the summer, we expose them mercilessly to the glare of the sun, while we seldom grant them any restorative measures. Yet, if we did, we would find that they respond gratefully, with a new sparkle and a rested look that affect the appearance of the entire face. One such measure that we might well accord them is an application of the Jaquet Eye Pads. These herb-filled pads are dipped in tepid water and laid over the eyes. Almost immediately, a soothing coolness is transmitted to the eyes, and, under this simple treatment, the feeling of strain is dissipated, and the eyes acquire a new fresh- (Continued on page 90)

New Fashions for your Skin

by MRS.
ADRIAN ISELIN
II

"NEW FASHIONS for your skin, to go with the new fashions in frocks. When fashions change, our faces must change, too!

"Yesterday the keynote was smartness. Today it is charm . . . loveliness, romance, the fascination of the eternal feminine. White shoulders . . . fair faces . . . skin fine as silk, lustrous as pearls, delicately tinted as flowers.

"Sun-tan? Yes, if you really must—but guard the fragile texture of your skin with utmost care! For sun-tan as a fad is passing. From the smartest bathing beach in Europe, Deauville, comes this dic-

*Skin fine
as Silk*

tum—Three things a beautiful woman has which are white: her skin, her teeth and her hands.

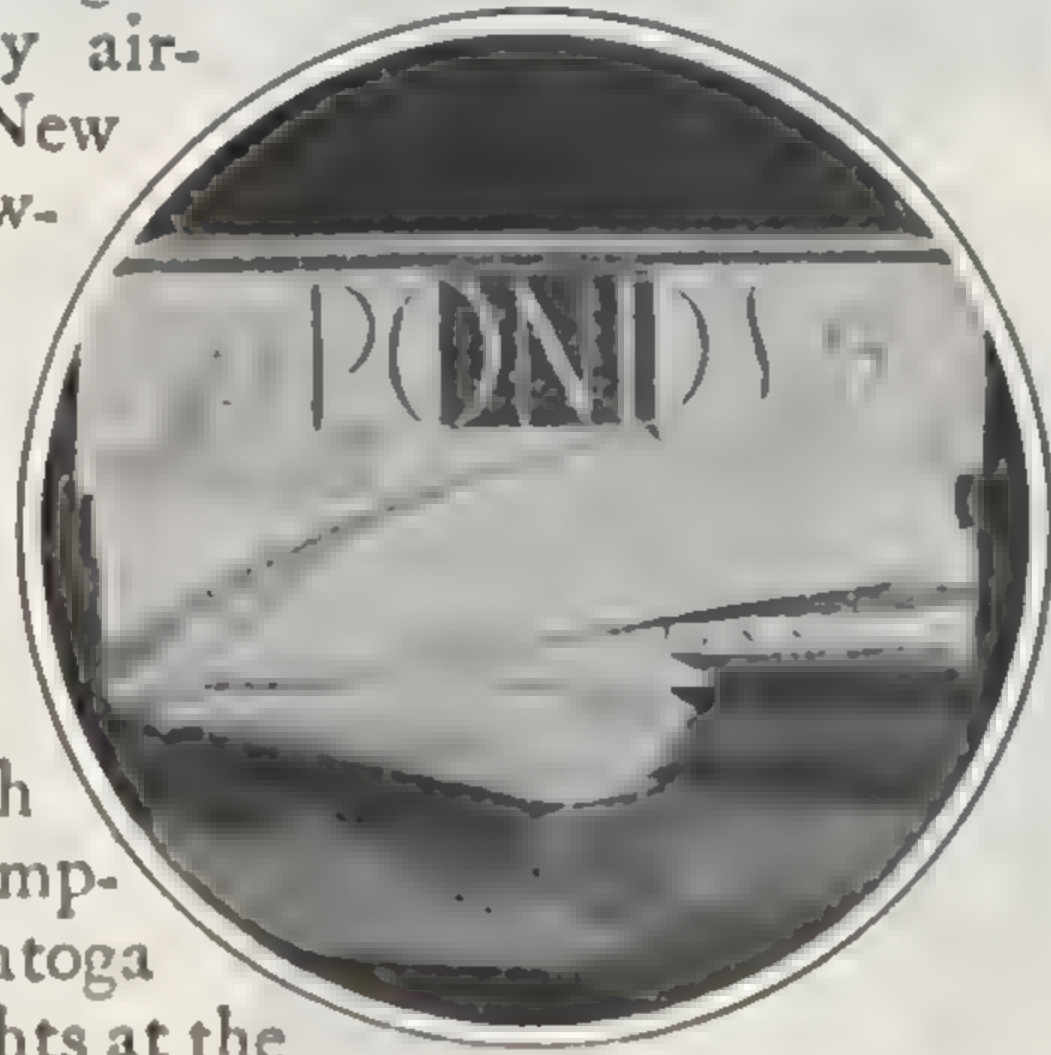
"Everyone returning from Paris tells of the extraordinary pains the Famous Forty, who set the fashions, are taking to keep their skin dazzlingly fine and fair. And smart American women are following the lead of these chic Parisiennes. On the tennis courts at Piping Rock; watching the polo at Narragansett Pier; taxi-ing by air-plane between New York and New-

*That
Alabaster
look*

port; at the Beach Casino at Southampton; at the Saratoga races; on the yachts at the Cup Defender trial races—everywhere one sees the importance given to the protection of the skin.

"I myself always use Pond's four famous preparations because they provide in the simplest, purest form these four essentials of home care:

"To keep the skin like silk . . . Pond's Cold Cream, for immaculate cleansing several times a



Mrs. Adrian Iselin II is the brilliant leader of one of the most exclusive coteries in New York. Here she is dressed for the summer races, in black and white chiffon, a Paquin model, with Reboux hat, both by Hattie Carnegie.

*Fresh
Natural
Color*

day and always after exposure.

"To give that alabaster look of utter daintiness . . . Pond's Cleansing Tissues, softest, safest and super-absorbent for removing cream.

"To assure fresh natural color . . . Pond's Skin Freshener, which banishes all oiliness and shine and keeps the skin looking radiantly young.

"To bestow a peach-bloom finish . . . Pond's



*A Peach-Bloom
Finish*

Vanishing Cream, so delicate that only the daintiest film is needed for powder base and all-important protection from sun and wind.

"Try them, all four! Follow Pond's Method from today—and persevere!

"Here's to your charm and your success!"

Madeleine L'Engle Iselin

SEND 10¢ FOR POND'S FOUR DELIGHTFUL PREPARATIONS
POND'S EXTRACT COMPANY, Dept. H, 110 Hudson St., N. Y. C.

Name _____ Street _____

City _____ State _____

Copyright, 1930, Pond's Extract Company



how the LINIT Beauty Bath takes the place of Expensive Skin Whiteners

WOMEN theatre-goers particularly will be fascinated by this remarkably inexpensive way to eliminate the inevitable "shine" from their neck and arms.

After a Linit Beauty Bath there is left on the skin an even, invisible "coating" of Linit powder which makes the usually heavy whiteners unnecessary. This Linit powder is absolutely harmless—and absorbs perspiration *without clogging the pores!*

Merely dissolve half a package or more of Linit in your bath,



bathe in the usual way using your favorite soap—and then feel your skin! It will be soft and smooth as velvet, as well as perfect in elasticity and suppleness.

Starch from corn is the main ingredient of Linit. Being a vegetable product, Linit contains no mineral properties to irritate the skin. In fact the quality and purity of starch from corn are regarded so highly by doctors that they recommend it for the tender and supersensitive skin of young babies.

LINIT is sold by
your GROCER

the bathway to a soft, smooth skin

GRACIOUS LINES FOR LEISURE HOURS



NÉGLIGÉ No. 5378
(Below) Simplicity is the key-note of this negligé with seven-eighths sleeves and a soft tie belt. Designed for sizes 14 to 46



NIGHTGOWN No. 5377—(Above) A circular collar is provided for this crêpe de Chine nightgown with kimono sleeves. Designed for sizes small, medium, large



BED JACKET No. 5376—Crêpe satin in two tones is used for this bed jacket with a scalloped section over a straight undersection. Designed in one size



DESIGNS FOR PRACTICAL DRESSMAKING

The Motor Entrance

O F B E R G D O R F G O O D M A N . . . O N T H E P L A Z A



Here, chic meets chic! The American *woman* who makes a high art of dress, comes here . . . both for a perfect selection of the moment's mode, as designed in Bergdorf Goodman's own work-rooms, or chosen by their Paris representatives . . . and also for the cooperation of a famous group of artist dressmakers in giving perfect expression to *her* individuality through her clothes.

BERGDORF
GOODMAN

NEW YORK

AN IMPORTED FABRIC

CamelDown

REG. U.S. PAT. OFF.

**SOFT • SUMPTUOUS**

FLATTERING • There's a bold touch and a hint of Autumn in the characterful brown plaid of this luxurious Camel-down Coat for early Fall — A Coat to go with you wherever you go. — At your favorite shop.

DEL MONTE-HICKEY

IN CANADA... GOULD-SAMUEL & CO • MONTREAL

NEW YORK



BACKGAMMON ON A FIELD OF SAND

TAME SPORTS

(Continued from page 53)

cap neatly into the sea. I only mention this to illustrate my uncanny aim.

Another game of which I am very fond, I learned to play at Mr. H. G. Wells's. And yet, the beginning of that was unfortunate, too. It was Mr. Wells's own game. He had invented it and was the only one who knew all the rules. We played it immediately after a very heavy lunch, one hot Sunday afternoon in his barn, over a high net with a soft ball a little smaller than a football. There was a team of five on each side, made up, for the most part, of guests whose names I never knew, but who were called Bungey, Tortoise, Boodles, and the like. The object of the game, as far as I ever learned, was to bat the ball with the hand, from one member of the team to the next, until the one nearest the net sent it over, and the other team took up the pass-work. But, what with Mr. Wells shouting directions and new rules every minute and my having to wear a pair of men's tennis shoes, I was not at my best. Since then I play the game at my own house-parties and shout my own rules.

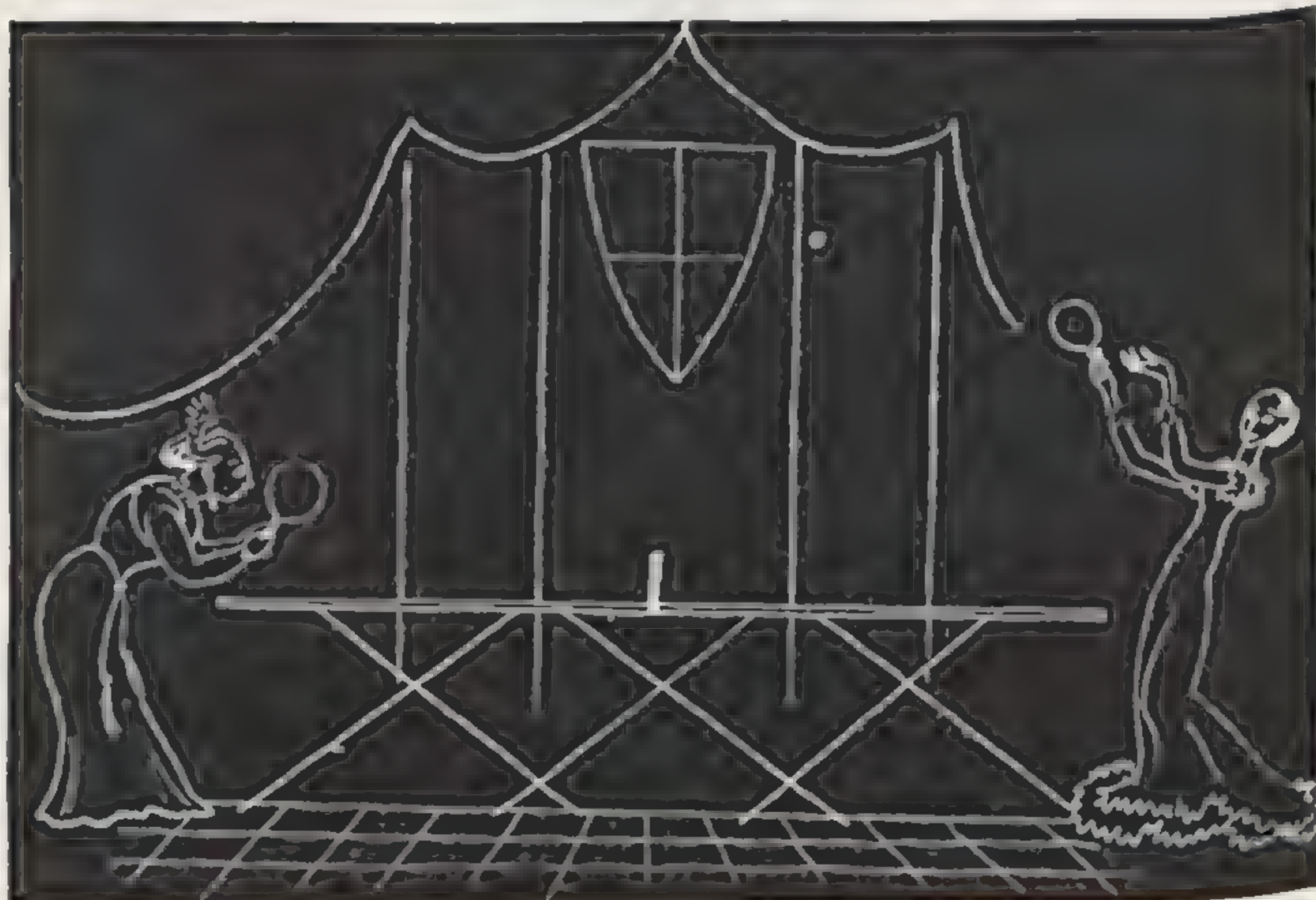
One of the greatest sports of all, tame or savage, is archery. There is, of course, a good deal of dreary trudging back and forth, but even that, with a quiver of arrows hooked onto one's belt, like Sitting Bull himself, takes on a strange exhilaration. There is a decided coquetry about archery. I have started with the bow the wrong

way round and felt the arrow sing past my own ear into a wide-eyed group of onlookers.

Badminton—another newcomer on lawns—is a revival of the good old game of battledore and shuttlecock. It is a matter of ferocious skill to whack the wretched little thing over the net without sending it into the woods.

Surely, by this time, the doubters of my sporting qualifications are quelled, and yet I should like to touch briefly on the minor or tamer sports. Mumblety-peg heads the list. Any one who has seen me in my younger days will vouch for my spectacular game and my phenomenal over-the-shoulder shots.

Backgammon, couchant on a field of sand, is another worth mentioning. Jackstones gives me a good deal of outdoor exercise, too, though I still hope to better my "horsey in the stable" and "pigs in the pen" shots. Throwing cards into upturned hats; acrobatic feats, such as sticking a pin in the carpet and picking it up in your mouth from a kneeling position; spur of the moment games invented in the very face of tennis and golf champions—often swing a party through its most terrifying crisis. As a last thrust, let me remind these sport-doubters that a party once sank even on the Square in Venice, until I revived it with a crisp game of a set of jackstraws made up of Florian's toothpicks.



KEEP-THE-BALL-IN-THE-AIR PING-PONG



*THE DROOPIEST
CHINLINE WAS ONCE
AS YOUNG AS YOURS*

NO one is born with a double chin — we all start life with a clear-cut, brave young chin-line. Nor does time change the basic structure of our chins. Then why do some women develop the heavy, droopy underchins that make them look middle-aged?

It is because they neglect to keep their facial muscles firm and strong. And unless you give your face and throat proper care, you may develop a double chin, rapidly! Don't let that happen. A drooping underchin adds years to your appearance. And if you already have a double chin, don't let it stay with you. Start to correct it today!

Dorothy Gray evolved simple, successful treatments for preventing double chins, and for correcting them. You can easily follow these successful treatments at home, in just a few minutes each day.

The Dorothy Gray preparations which have proved so effective in the Dorothy Gray salons are sold at leading shops everywhere. Write or ask for the Dorothy Gray booklet on scientific home care of the skin; it is yours for the asking.

When next you're in Paris, enjoy your regular Dorothy Gray treatments at the newest Dorothy Gray salon, a lovely old house charmingly situated at 34, Avenue George V, just off the Champs Elysées.

DOROTHY GRAY

Dorothy Gray Building

683 Fifth Avenue, New York City

PARIS

CHICAGO

LOS ANGELES

SAN FRANCISCO

WASHINGTON

ATLANTIC CITY

© D. G. 1930



Millinery's Artistry

FRENCH FUR FELTS BY CATALINA

There's a style...a line...a fold...that will accentuate every woman's charms...hand made and form fitted...in berets and turbans...off-the-face models and Gainsborough silhouettes...smartly trimmed with soft drapes of satin or grosgrain ribbons. At your favorite shop now.

Catalina
Registered

CALIFORNIA
SPORT HATS

Created in California by

CATALINA HATS, LTD.

1061 MARKET STREET • SAN FRANCISCO
NEW YORK DISPLAY ROOM • 411 FIFTH AVENUE

ON HER DRESSING-TABLE

(Continued from page 84)

ness. The vanity-case in the Jaquet series is a smart little case in black and gold, and the triple version contains, in addition to compact powder and rouge, a compartment of cream rouge. This cream rouge is notable in that it is exceedingly light in texture, goes on the face with ease and smoothness, and, once it is there, remains until it is removed at night, without becoming streaked or drying the skin. The "hollyhock" shade in this rouge is a versatile colour that seems to suit many different complexions with the same flattering effect. This series includes a complete group of facial creams and powders in attractive beige containers, as well as a finely milled facial soap, compounded of ingredients intended not to dry the skin. The Jaquet preparations are available at Saks-Fifth Avenue and in department shops in some other cities.

The liquid form of cleanser, either as an alternate to cleansing cream or as a preparation for regular use, is winning an increasing number of devotees, due to the simplicity and thoroughness of its action. One such

cleanser that has met with favour with a great number of women is "Orchidew," an orchid coloured liquid, which, applied with a pad of cotton, succeeds in removing more dust and grime than seems possible to have collected upon one face! Furthermore, it has a tonic effect upon the skin, leaving it feeling as clean as it looks. The fragrance, which is somewhat pronounced in the bottle, recedes from the skin, leaving only a pleasantly refreshing after-tone. Orchidew may be purchased at the toilet goods counters in most of the large department shops in New York and other cities.

Every so often, a single, simple cream is introduced that seems to many women the very preparation for which they have been searching. Such a one is the Skin Food of Lina Vine. It is an emollient cream, light and supple in texture and delicate in fragrance. It is effective in softening and smoothing the skin and is pleasantly free from greasy or sticky qualities. This cream is the companion of a cleansing and a finishing cream, all of which are available directly from the maker.

ORDERING IN RESTAURANTS

(Continued from page 63)

replace dessert, if you do not like sweets. Sweetish salads are not sophisticated.

Desserts are coming to be something of an afterthought, and it's rather smarter, for lunch, at least, to ignore them altogether and finish off with a salad, cheese, perhaps, and coffee. Tarts, pastries, and stewed fruit rightfully belong to the midday meal. For dinner, ice-cream is classic, varied by soufflés, French pancakes, or a *pêche flambée*, if the appetite is still sturdy. If none of these applies, there are always cheese and crackers.

Here are three suggestions for luncheon menus, and four for dinner.

LUNCHEON MENUS

Hors-d'œuvre
Chicken Livers en brochette
Salade Mixte, French dressing
Cold Consommé Madrilène
Brook Trout, Amantine
Compote of Fruit

Omelette Paysanne
Artichoke, Vinaigrette

DINNER MENUS

Strained Borsch
Cold Salmon, Hollandaise
with Green Salad
Soufflé

Melon
Saddle of Lamb, Mint Jelly
with String-Beans
Hazelnut Mousse

Cold Fish in Jelly
Hot Ham with Spinach Purée
and Carrots Vichy

Clear Soup
Broiled Bay Lobsters, Lemon Butter
Breast of Chicken with
Hearts of Palm Salad
Sweet Omelette

ORDERING IN EUROPE

If you are ordering in Europe, the rules governing the use of wine are simple. Red wine should accompany meat and duck, and white wine goes with fish and chicken. Champagne is unrestricted, but the Frenchman seldom orders it with meals. A Burgundy,

such as Beaune or Pomard, is apt to be a more satisfying and satisfactory red wine than Bordeaux, which is thinner and less good, unless expensive. Among the white wines, Hock and Moselle are good for lunch, with or without soda. White Bordeaux—Graves, for example—is apt to be sweet; and Burgundy—Chablis or Meursault—is dry. The popular Italian wine, Chianti, is cheap and agreeable, both in the red version and in the white.

Good cocktails are not always to be counted on in restaurants in Europe, though a Martini is a fairly safe choice. Many smart Europeans prefer sherry, with or without bitters, or *porto blanc* as an *apéritif* for lunch. Bénédictin, cointreau, and chartreuse, yellow or green, are the most popular liqueurs, and Grand Marnier is a *recherché* choice, but, to some tastes, too sweet. A fine champagne or a good regulation brandy serves as a liqueur if you don't like sweet drinks. Fine champagne and cointreau, combined in equal parts, is a good compromise between the two.

Different places on the Continent have their own system of drinks. Venice, for example, drinks Italian Vermouth "Americano," with charged water, at noon; takes sherry and biscuits at five; and follows an evening of mixed drinks with a refreshing *crème de menthe frappée* at eleven.

All of these rules may seem superfluous when hunger presses, and a good, solid American meal of cream of spinach soup, steak with French fried potatoes and sliced tomatoes, ending with old-fashioned strawberry shortcake or apple-pie may seem a welcome relief. And when you have considered and weighed the value of these suggestions and concluded that the exception proves the rule, you may choose to mutter under your breath: "And some like it in the pot, nine days old."





Actual unretouched photograph

PRESIDENT EIGHT STATE VICTORIA FOR FIVE

On the 136-inch wheelbase, affording abundant legroom. World Champion 122-horsepower engine. Safety glass throughout. Price \$2350, at the factory. Six wire wheels and luggage grid standard. Bumpers and spare tires extra

Free Wheeling—transforms the inept driver into a star!



THE man or woman who clashes gears—lets in the clutch with a jerk—jolts passengers off their seats with abrupt starts—will be transformed as if by magic into a smooth, brilliant, expert driver behind the wheel of a new Free Wheeling President or Commander.

These cars do the spectacular—the seemingly impossible—with absolute ease, safety and certainty—even in the hands of a novice.

Timid women and sportsmen-drivers both find at last the car of their dreams.

Think of it—you can shift between high and second *at any speed*, and never touch the clutch—in fact, you need use the clutch only to start or back up!

And in addition to amazing ease of driving and world champion performance you have—THRIFT! At the end of 10,000 miles of travel, your engine has only driven the car 8,000 miles! You save gas, oil, and tires as well as wear and tear on clutch, transmission, universals and differential.

Manufactured under Studebaker patents, Free Wheeling is exclusive to Studebaker cars. No other car in the world offers Free Wheeling with positive control. Free Wheeling represents the greatest achievement in Studebaker's 78 years of success.

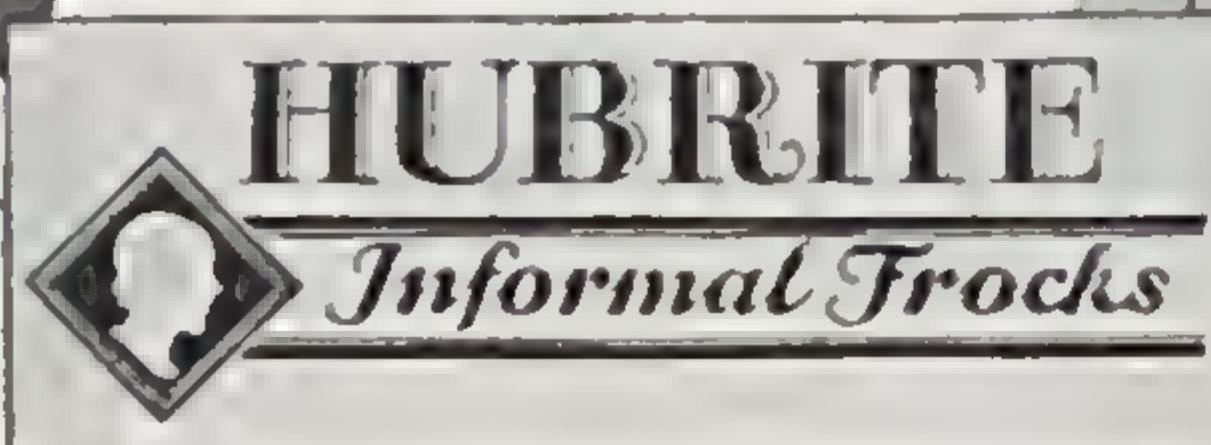
PROVE these statements to yourself in the driver's seat of a new President or Commander—Seasoned Eights by Studebaker!

New Series

STUDEBAKER SEASONED EIGHTS



Model 908
\$10.85



Model 801
\$9.00

For college and runabout—

*Hubrite reflects the fall fashions in authentic detail
in informal daytime frocks*

Model 908 . . . with its bolero-like bodice, its graceful flared skirt, and its petal collar of cream silk piqué is distinctly youthful. The fabric is supple, sheer, light-weight wool crêpe with flecks of white on navy blue, black, myrtle green, monk brown or rust.

Sizes 14-20.

Model 801 . . . a charming town frock of soft, sheer, light-weight wool flat crêpe—in black, navy, bottle green, tan or rust. The interesting empiement with pockets at the sides forms a fitted yoke for the pleated skirt. The chevron waist is trimmed with tailored buttonholes and a pleated frill of harmonizing silk.

Sizes 16-20, 36-42.

These . . . and other fall frocks by Hubrite will be found in the informal dress shops of the better stores, including McCreery's, New York; Jordan's, Boston; Sibley's, Rochester; Taylor's, Kansas City; Younker Bros., Des Moines; Jacoby's, Los Angeles.

*The Hubrite label in a frock is your
promise of pleasure in wearing it*

Style Folder V8 of Fall Fashions—FREE on request

HUBRITE INFORMAL FROCKS, INC.

103 Shawmut Avenue

Boston, Mass.



- An excellent winter play costume is this of "Chilprufe" beige jersey, with a jumper, pleated skirt, and bloomers; in sizes two to eight; from Best
- Of shaved lapin is this coat with a cape collar; eleven to seventeen; from Best

EIGHT TO FIFTEEN

(Continued from page 75)

it or not, for less than a dollar. Being of cotton, they wash beautifully and, while not intended for zero weather, are ideal for children who wear gingham or linen habitually. Macy's is also a good place for pleated skirts for little girls. Their most expensive grade is an excellent value, and this is true, also, of the polo shirts that are so popular. They are available in lovely pastel shades of turquoise-blue, yellow, rose, and tan; are well cut; wash like rags; and are unbelievably inexpensive. No less worth investigating are the striped dimity blouses with ruffles around the collars, cuffs, and down the front—the kind that look so well with a dark blue flannel coat and skirt and a blue beret.

Berets, by the way, are a smart and inexpensive way of solving the hat problem for week days. To wear with the coat for "best," Mary Ellen on Madison Avenue makes good-looking little hats with just the proper note of childishness. She will match any coat exactly in a fine quality of felt, which withstands the hardships that children's hats must endure. Making them on the children's heads, as the French do, she is particularly successful with girls who have fat faces or who have inherited the least artistic parental nose. Her prices run from about eight dollars and fifty cents to eleven dollars and fifty cents, according to the material. Also, little tweed hats with medium brims, to match the tweed coat, are effective and practical. Or the beret may be of tweed.

It is smart to have children wear cottons all the year around. The familiar smock, with bloomers to match, is the preferred model. A child should have dozens of them, all alike except in colour and in the variations of needlework—nothing is so kindly to

the youthful tummy. Smocks can be worn by girls as old as eleven or twelve, if a belt is added. Of course, if you aren't one of the new poor, you can pay any amount for these. What is more tempting, for instance, than a display of these frocks by Natalie or the Needlework Guild? But if the price is no mere laughing matter, try making a pilgrimage up from Long Island on the first day of the July sales of children's clothes by one of the good shops. Arrive promptly at nine, and stick to the traditional models. With luck, you may pick up a dozen good dresses at a saving of about fifty dollars. Watch the January clearance sales, too.

Another good plan is to buy one lovely imported smock and send it, together with material, to one of the convents where the nuns will copy it exactly, at a ridiculously moderate price. Remember the Chinese who copied the plate, crack and all, and choose your model carefully. It is well to get it fairly large, as the children may have grown before the dresses are done. Your patience will be richly rewarded, for the needlework is exquisite. This is particularly wise in the case of white or pastel crêpe de Chine for dancing-school, as such frocks are expensive and seldom reduced. Another suggestion for the party or matinée frock is velveteen, which is very new and delightfully inexpensive. This is used for dress-up coats, also. And when one attains the ripe age of thirteen or thereabouts, chiffon, georgette crêpe, and simple taffeta dresses are suitable, particularly with short cape sleeves.

Wool sweaters are disheartening unless they are really good. Those of cheap quality wash out of shape or shrink to (Continued on page 94)

now at last . . . *A depilatory with a name
that inspires a woman's confidence!*

ODO·RO·NO CREAM DEPILATORY

You know Odorono! Now meet Odorono Cream Depilatory—a product with a great national name that has earned and held the confidence of hundreds of thousands of women for many years.

Odorono Cream Depilatory has just been introduced by the same Odorono laboratory which created Odorono, a laboratory innumerable women know and trust for its safe, efficient, scientifically devised products.

Try—and you will welcome—this better Odorono way to hair-free skin . . . to limbs of ivory beauty for the beach . . . the courts . . . the dance!

Here is a fragrant dainty cream that removes hair quickly . . . pleasantly . . . and safely. Merely spread it on and after a few minutes rinse it away. *All* hair vanishes . . . the skin is white and soft as velvet. Hair growth is weakened, returns softer. Wherever toilet goods are sold, 50¢ and \$1.00.

**THIS DELICATE SMOOTH
CREAM IS SUPERIOR—
in 5 ways**

1. No objectionable odor.
2. Retards and weakens next hair growth.
3. Mild . . . non-irritating. Leaves skin velvet smooth.
4. Safe . . . scientifically compounded by the famous Odorono laboratory.
5. A dainty smooth cream . . . delightful to use . . . removes all hair quickly.



*“to limbs of ivory beauty
for the beach—the courts
—the dance”*

10c INTRODUCTORY OFFER
Send ten cents with coupon for generous samples of Odorono Cream Depilatory, Odorono Quick-Drying Mild, and Odorono Regular. (In Canada, address P. O. Box 2054, Montreal.)
The Odorono Company, Inc.
Dept. D-VO-8 191 Hudson St., New York, N. Y.

Name _____
Address _____
City _____ State _____

ODO·RO·NO CREAM DEPILATORY

For safely and pleasantly removing hair from
under-arms, legs, arms and back-of-the-neck

TO THE PRESIDENT OF

You and Company

Dear Madam:

This business of running a household is really a business. Budgets are so unfeeling...yet they must be respected.

Truhu makes them all behave. Frocks made of this pure unweighted silk are economical no matter how you look at it. The purchase price, to start with, is fair.

And you never have to discard a Truhu frock because the colorings or patterns are outmoded. The styles in both the plain and printed fabrics are really *forecasts* of fashion.

And you know, of course, that Truhu silks are washable...*completely* washable in any combination of colors.

Make your own frocks of Truhu Washable Silks or buy them ready made. Look for the name Truhu on the selvage...at smart shops throughout the country.

JERSEY SILK MILLS, INC.
200 Madison Ave., New York

TRUHU

Washable

SILKS



ABSOLUTELY UNWEIGHTED
PURE

IF IT'S TRUHU IT'S WASHABLE



EIGHT TO FIFTEEN

(Continued from page 92)

nothing, and they can't be dry-cleaned every other day. Best's "Chilprufe" are probably too well known to be news, but they certainly are economical. They wash like handkerchiefs, are all wool, smartly British in cut, and under six dollars in price!

When a girl reaches the too-old-for-those-babyish-smocks stage, the coat and skirt and sweater or ruffled blouse make a good-looking and practical costume. Suits are having great popularity among the smart young persons in New York, and, really, a four-button, double-breasted, tailored suit, of monotone tweed, with a skirt that is pleated, back and front, is about as sensible for autumn as anything that may be found. The blouse may be of linen or jersey. Knitted suits are useful for autumn, also, and may be worn later, under a winter coat. Covert-cloth has the lowest upkeep of any material, for spots can be sponged off, as they can't on serge or flannel. Plaid skirts, if the plaids are attractive, are good-looking and do not soil quite so quickly as plain material—De Pinna has these skirts, made up in all the various clan tartans. With a dark worsted jacket and a dark beret, these look exceedingly well, and they have the virtue of being, almost inevitably, a great success with their small wearers. Wool challis really washes, and Best has some good-looking challis dresses. Wool voile and open-weave tweed are good fabrics, also, and very new. Printed silks in very small figures or dots, and, for parties, chiffon or net with discreet flowers, have a low overhead. Washable crêpe de Chine, in two-piece models, are good for this age, and Lord and Taylor specializes in low-priced dresses of this type, sufficiently well made to be good investments.

For summer, sleeveless tennis dresses of piqué will not crush and will wear like iron. Macy's has a good collection of imported frocks in both handkerchief and ordinary-weight linen, in lovely pastel shades, well cut, all hand-made, and surprisingly good in details of workmanship. They are made in sizes eight to fourteen, and some cost as little as eight dollars, while the most expensive cost about thirteen or fourteen.

If you know a really good little-dressmaker-by-the-day (many of them are snares and delusions), it pays to have some things made at home. The wisest time to do this is in making up material that you already have. A black velvet evening gown, ripped up, steamed, and made over by a Vogue design, adding a collar of lace, ought to be successful on your picturesque blond daughter. An embroidered Swiss may make two sweet sleeveless dresses for the twins. Remember that colour and material must be suitable for a child, the material must be in perfect condition to be worth bothering with, and it must be cut on the right lines.

Watch expenditures for accessories. Only good shoes are economical. The soft, rather than the box, toes wear

better, and, for the scuffling age, elk-skin is more durable than calf. Be sure all of these are polished with an oil dressing. Party frocks call for low-heeled, patent leather pumps, which may have square buckles. Slater's have excellent children's shoes. Buy plain lisle stockings and stick to one shade and weave. Then, the nursery work-basket won't groan with mismatched remains. As to gloves, for very small girls, nothing could be smarter the year round than washable white cotton, and the type French children wear may be found at Best's. The traditional tan pigskin is still an excellent choice for girls anywhere from eight to fifteen. Natural coloured and white chamois are, of course, suitable for more dressed-up occasions. Purses should be of the plain envelope variety and should match the coat. When the children are old enough to have a little more formal costumes for evening, they may wear silk stockings—not be sheer—and pumps of crêpe de Chine, with a baby French heel.

Many mothers appear to be in doubt about the best solution of the underwear problem for their young daughters. Waists and panties are still the rule for young children. For some reason, it is very hard to find well-cut and well-fitted ones, and it may, therefore, be interesting to know that Best has very good ones in sizes two to ten. There are some of cotton jersey, shaped to fit snugly and cut quite short, to wear under the regular nainsook pair. A straight-line model of ribbed jersey of a good warm weight is also very practical; it has a tape, tying at the back, which may be let out as the child grows larger. Combinations are also popular. Best's Durene combinations, a new type, of mercerized cotton mesh in white and pastel shades are very soft, comfortable, and inexpensive and may be worn except in very cold weather. Most young persons consider that they have achieved great sophistication when they graduate into the silk shirts and bloomers with elastic top and bottom; the type made by Kayser, Van Raalte, and others, very durable and simple, are found in all the shops. For the young girls up to twelve years, who scorn nightgowns, Best has an exceptionally good one-piece pyjama, of flannelette in pastel colours or striped, if you like.

Of course, you don't want to make your daughter self-conscious and tiresomely sophisticated. On the other hand, it is part of a girl's education to learn how to choose clothes. Help her to find out what she can and can not wear. Teach her the difference between what is sound economy and what is merely cheap. Emphasize the sin of wearing clothes that don't go together or that are worn at the wrong time or place. Of course, this can't be done in a day; it needs a hint here, a comment there, and the children's company when shopping. That's why you need not fear that you're beginning too young, for taste is formed gradually, and we learn only through doing.

FABRICS AND FEMININE FASHION

The next issue of Vogue is the Autumn Fabrics and Original Designs number, dated September 1, 1930. The material trends in France and the material trends in America merge in this one informative magazine for the woman of fashion. Thus, with the knowledge of textiles and a choice of designs spread out before her, it is a simple matter to plan a new autumn and winter wardrobe

AUBURN

POWERED BY LYCOMING



Auburn has never deviated from the belief that the purchase of a motor car should be strictly a business proposition. You exchange your money for automotive merchandise. How good a transaction you make depends entirely upon how large a new car value you get for how small a cash expenditure. There is no other safe way to choose a car. While Auburn bodies, built in our own factories, excel in materials, workmanship and strength; and while Auburn provides niceties, luxurious furnishings, upholstery, etc., yet the fundamental thing that determines any car's value is its machinery. Look first to the design, strength and durability of the operating mechanism. Likes and dislikes may vary as to body styles and color schemes. But there can be no doubt as to Auburn's leadership in structural strength, reenforced rigid frames and powerful motors of proven efficiency. You can compare such fundamentals as wheelbase, horsepower and body room. They are not a matter of personal taste. You can compare performance, roadability, riding comfort and steering ease. They are not a matter of what the salesman may or may not say. And, the experience of the manufacturer is of paramount importance. Auburn has had more than five years' Straight Eight experience ahead of others. The accumulative value of this experience underwrites your investment in an Auburn. We invite comparison and put it squarely up to the car itself to sell itself.



125 Sport Sedan
130" wheelbase
125 horsepower

\$1495

6-85 Sedan \$1095; 6-85 Sport Sedan \$995; 6-85 Cabriolet \$1095; 8-95 Sedan \$1295; 8-95 Sport Sedan \$1195; 8-95 Phaeton Sedan \$1395; 8-95 Cabriolet \$1295; 125 Sedan \$1595; 125 Sport Sedan \$1495; 125 Phaeton Sedan \$1695; 125 Cabriolet \$1595. Prices f. o. b. Auburn or Connersville, Indiana. Equipment other than standard, extra. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA
Airmail postage has been reduced to 5 cents for the first ounce and 10 cents for each additional ounce. Use Airmail daily for quicker communication. The development of aviation is vital to American progress.

THE BUSTER BROWN ERA

(Continued from page 61)

we played Prisoner's Base or Diabolo. There were large round gold beads, the size of which one compared with those of every other girl in school; there were Roman pearls; there were red coral necklaces that tickled and even scratched one's neck; bracelets rattling with trinkets from the Paris Exposition; untold what-nots manufactured from that most debased of materials—lava, from the 1912 eruption of Vesuvius. Nor can one forget the species of watch we wore—gold, perhaps, or enamel, suspended from a bow-knot, fleur-de-lis, or a spread cupid, pinned securely above our sentimental little hearts.

Meanwhile, our younger brothers and sisters were going about unresistingly clothed in high white shoes and leggings, in pinafores and in white piqué hats with floppy starched brims. The crowns of these latter were buttoned onto the brims after washing, and, as a consequence, the hats were without fit and generally appeared completely cocked over some poor little four-year-old eye. The little boys wore white Russian blouses, belted unbecomingly low about the hips and with neck-bands as dismal as the Russians themselves. Nothing could be worse, except, perhaps, the Lord Fauntleroy mania.

Even sports, which after all call for simplicity that more or less eliminates bad taste, were not the *raison d'être* for smart children's clothes that they are now. Instead of the absolute minimum that constitutes the modern child's bathing-suit, we wore dreadful little mohair suits with sleeves, and a sailor collar with rows of white braid, and, possibly, if we were portly little girls, bathing-dresses of black sateen and black lisle stockings.

And as for riding! To-day, one sees children smartly turned out in tiny tweed coats and miniature Bedford cord jodhpurs. Not so ourselves. Serge bloomers and middies accompanied our first equestrian ventures, and we were the exceptional child if we rose within a year to the dignity of real breeches.

How frightfully chic it used to be to speak a little bad German! This meant a disagreeable *Fräulein* with an

eagle eye and a meat-axe jaw, who pulled one's hair and scrubbed one's face and walked with enormously long steps beside one's tricycle.

An institution that has passed into limbo is the box at the *matinée*, full of avid children craning their thin little necks, like a nest full of baby birds, in order to see anything. Maude Adams in "Peter Pan" was a great favourite, "The Bluebird," "Chu Chin Chow," "Charlie's Aunt," at Christmas time, and, thrill of thrills, the box party at the Hippodrome, with Marceline enchanting all the children, and an opulent lady who seemed the ultimate in beauty rising from the waves (the famous Hippodrome stage pool) in the last scene. Nowadays, the youth of the land sits with composure and sophistication in the third row of the orchestra, but, for all that, they can not have quite the gullible, ingenuous fun we did.

To-day, children read books with psychological points of view that take some small amount of brains to digest. Not so ourselves. Our simple little beings thrilled to "The Little Colonel," "Five Little Peppers," Palmer Cox's "Brownies," and, as a taste of blood and thunder, the Henty books.

In those antediluvian days, the gramophone played "Goodbye, Girls, I'm Through," "Rings on My Fingers," and shook to the brassy tones of "Has Anybody Here Seen Kelly?"

In the softly sighing electric, conducted, with some trepidation, by our nervous mothers, we went to Thurn's to buy bonnets or to Alexander's for shoes that were sensible.

Among the foods with which we were plied, what stronger image is there than of the Sunny Jim who adorned the Force cereal box?

Sic transit ingloria, and the result was that much-mooted, deeply disparaged Younger Generation that we so lately were. And what will happen when the poised, well-dressed children of to-day grow up? We rather suspect that, for all their superior chic, they will have a certain similarity to ourselves and that they will not be such intellectual giants after all. But that is no doubt sour grapes, vanity, or what you will.

VOGUE FILMS A LESSON IN CHIC

(Continued from page 71)

The models on pages 70 and 71 of this issue show what the right and wrong accessories can do to a dress. This is Vogue's latest cinema report on fashion. Vogue makes these short fashion films at the Paramount Studio and presents them every fortnight at the Paramount Theatre in New York and

at the theatres in the cities listed below. In each of these cities, the clothes themselves are simultaneously featured in one of the smart shops, also listed below, so that admiration for a pictured model may be followed by an immediate purchase, whether the admirer lives in New York or Tacoma.

CITY	THEATRE	STORE
New York	Paramount	Saks-Fifth Avenue
	Beacon	Saks-Fifth Avenue
	Strand	Saks-Fifth Avenue
Brooklyn	Strand	Saks-Thirty-Fourth Street
Boston	Metropolitan	Conrad's
Bridgeport, Conn.	Cameo	The D. M. Read Company
Hartford, Conn.	Strand	G. Fox & Company
	Colonial	G. Fox & Company
Chicago, Ill.	Chicago	Saks-Fifth Avenue
Dallas, Texas	Melba	Neiman-Marcus Company
Denver, Col.	Aladdin	Denver Dry Goods Company
Portland, Oregon	Fox Broadway	Meier and Frank
Tacoma, Wash.	Rialto	Lou Johnson
Washington, D. C.	Fox	Schwab, Inc.

All for Beauty



Three Choice Powders

*Of guaranteed purity,
individually blended for
every skin*

HARRIET HUBBARD AYER'S
FACE POWDER

*The finest textured powder
For the fine-grained skin*

LUXURIA FACE POWDER

*A medium weight clinging powder
For the average or normal skin*

AYERISTOCRAT THEATRICAL
FACE POWDER

*A non-clogging adhesive powder
For the skin inclined to shine*

In addition

*Six specially luxurious powders of medium weight
exquisitely packaged and rarely scented*

DARLING—VIOLETTE PETALES—PRINCESS CHARMING
SWEET MISS MARY—RED ROSE—FACE POWDER DE LUXE

All powders in six exclusive shades

*By the makers of the famous
Luxuria Cream*

HARRIET HUBBARD AYER
INCORPORATED
BEAUTY PREPARATIONS

LONDON

NEW YORK

PARIS



Chevy Chase Above—Design "E." 17 jewels. A particular warm-weather favorite at Newport and Southampton this summer! 14k white gold, enamel and engraved case, with dial shown, \$80.

Briarcliffe Center—17-jewel wrist model. In 14k white or yellow gold, \$75. Raised gold numerals, \$10 extra. Other Hamiltons from \$48 up.

Bianca Below—Alluring and feminine as Bianca herself—or Juliet or Rosalind. Circled with 14 fine diamonds and 8 sapphires. 18k white gold with platinum top, \$250.

HAMILTON

The Watch of Railroad Accuracy

Three lovely heart-flutterers!

Hamiltons might be divided into two delightful classes: Those that make your eye sparkle! And those that make your heart flutter! The three on this page obviously are the latter. If you're looking for something feminine that actually *tells* time, pick out a nice bright day, saunter into your favorite jeweler's, and ask to see (at close range) Chevy Chase, Briarcliffe or Bianca. They are all sisters in the Hamilton family. Accuracy is their middle name; for accuracy is—with them—a very persistent ancestral characteristic.

PARIS NOTES ON THE SEASON

(Continued from page 50)

under the trees, with wide-brimmed hats, all very much tilted and off the face. They seem to go back to the cupboard, though, at the first sight of a cloud in the sky. That yellow-and-grey one in a tiny pattern with the cape is from Louiseboulanger. The one with tiny orange flowers dotted on a façonné black ground, with the short jacket, is one of Patou's successes.

Many flowered chiffons, worn with wide-brimmed dark straw hats, were seen at the tea given in her garden by the Baronne Robert de Rothschild. Here, they were charming, but you will never see them in public places, except, perhaps, during the *Grande Semaine*.

• All the blues seemed massed together in the chic stand at the French tennis championships—vivid sapphires and navy-blue with white. Sapphire with navy-blue and turquoise touches on navy-blue looked very new. No prints were there to speak of. The seats for the final match, Cochet-Tilden, were all sold out by noon, and there was a stampede of people who couldn't get in. The weather was stormy, so every one carried rain-coats.

• White—white—white! It's really the most important note for evening—such a marvellous background for jewels. Women seem to think of a dress particularly as a background for accessories and accents of colour, this season. Many of these pure white dresses are beautiful, but you don't take them in at all, they seem so simple. You just take in the general ensemble, which is one of great elegance. For instance, the Baronne Eugène de Rothschild, all in white chiffon with a straight scarf hanging in the back, wears her superb pear-shaped pearl earrings, diamond rings, and bracelets, and a marvellous brooch of two movable diamond leaves on one shoulder. Her long white gloves are of dull suède. The only note of colour is a large square bag of antique red velvet.

White with red seems to be a favourite combination—a little red cape, red shoes, and, perhaps, rubies or red crystal jewellery. Molyneux's white chiffon dress, with the red carnations at the décolletage and the little red tulle cape, is a smart example of this combination. Another favourite is all white, with white slippers and a touch of green. Turquoise-blue, too, looks right, either with pale blue, with white, or with black. Worth's black dress with the turquoise-blue shoulder-straps is a great success, and both Patou and Worth have excellent turquoise necklaces, three strands in front, two in back, with baguette diamond motives at the sides, which a number of women are wearing. Jade and jade and coral strung together, are smart.

• By the way, if you haven't one really grand piece of jewellery, you had better content yourself with glass or crystal, for it's surprising how dinky anything but a really important piece of real jewellery looks now. One good bracelet is better than three fair ones, and one excellent brooch most important of all. Everybody has their jewels reset whenever they can afford it, which makes one think they have new ones each season. Short diamond necklaces, particularly set with rubies, are superlatively smart. *Huissier* chains have faded out of the picture.

• Though some women don't wear gloves, others always feel undressed without them. Some women, who looked chic in last year's fashions, try

to be casual this year and only succeed in having a sort of unfinished appearance, as though they had dressed in a rush and forgotten their accessories. Nowadays, we can't be casual—at least, not in Paris. Every detail must be thought out carefully.

Sometimes, a whole ensemble seems gathered around one jewel—a marvellous brooch, a necklace, or one superb bracelet. You can't just match everything down the line and be done with it; it's a question of shading and detail, a real composition, as in painting, and this is particularly true for the evening.

• Often, flowers are worn in the evening, but generally only at private parties, and always the most unexpected flowers. Madame de Zogheb wears two lilies on one shoulder; Madame Péreire tucks pale pink sweet peas into the belt of her white fringed Patou dress; the Vicomtesse de Noailles puts two real cornflowers that match her dark blue frock among the curls over her ear; and Madame Lacloche tucks three red roses into the belt of her white lace dress and wears red slippers and a marvellous necklace with enormous cabochon ruby drops in front. Matching one's shoes to one's jewels is a good scheme. Slippers are plain, of satin or crêpe de Chine, without straps, and sometimes with a tiny jewelled buckle. Evening bags are of satin or velvet, either in envelope shapes or gathered onto a small frame.

There are fewer belts, though the waist-line is always clearly marked. At the opening of the Ambassadeurs, one very smart woman wore real jewels on the belt of her dress. Chanel is showing some jewelled belts that are very new and that should be a chic accessory, particularly with the jewelled shoulder-straps she puts on many of her dresses. Sometimes, these are of tiny pieces of mirror with belts to match. There are lots of pailletted shoulder-straps, too.

• One sees georgette crêpe, romain, lace, sheer fabrics in pure white or pale pink, some satin, generally in an ivory shade, soft moire or organdie for fuller skirted dresses. The Vicomtesse de Noailles wears Chanel's organdie dress in deep midnight-blue; she folds the stiffened scarf around her shoulders, rather like a fichu, crosses it in front, and fastens it with a large diamond and platinum brooch. This same dress is seen in white organdie with the scarf held by a diamond clip and a narrow diamond necklace, about the width of a single stone bracelet, close around the neck, white crêpe de Chine slippers, and a silver-and-white lamé bag. Princess Ilyinsky wears Lanvin's picture dress with the gathered peplum in deep crimson damask, and the slender, blond Madame Letellier wraps herself in one of Reboux's shawls in pale green with self-incrustations, over a white dress, and wears pearls and emeralds and very long white gloves.

• Mademoiselle Chanel's ball was a marvellous party. At dinner, she seated her guests at tables of twelve, in the library and on the terrace overlooking the garden of her lovely house. Masses of white peonies faintly tinged with pink were the only flowers, lovely with the women's dresses. Mademoiselle Chanel, herself, wore a white satin dress and many bracelets of large beautiful stones—rubies, sapphires, emeralds—and white gloves. Everybody stayed late, and breakfast was served at six in the morning.

At the ball given by Madame Jacques Lebel, (Continued on page 99)

"patricia" a fall sports dress in a printed faille silk exclusive with margate. in black and white, brown and white, green and white, navy and white, wine and white, with collars and cuffs of soft silk piqué. price \$39.50.



david h. lowenthal & co., inc.
550 seventh avenue, new york

PARIS NOTES ON THE SEASON

(Continued from page 98)

all the guests were invited to wear white and pink dresses. The Comtesse de Vogüé wore a pale pink faille dress from Lanvin, with full skirt and fitted bodice; the Comtesse Jean de Polignac, vivid pink organdie; Madame Lucien Lelong, white romain with a wide, draped and twisted belt and white kid gloves; the Comtesse Andrea de Robilant, Patou's fringed dress in pink; the Marquise de Jaucourt, Chanel's pale pink dress with the eyelet embroidery; and Madame Barrachin, one from Chanel, also eyelet-embroidered, but in white.

• At the Gala des Amis de la France, given at the Ambassadeurs the other night, a very French and very chic charity affair, there were dozens of little short velvet capes and cape-jackets of the Chanel type, fitted in through the waist over a peplum—many in turquoise-blue, with either blue or black dresses, and many in red over white. Madame Munoz wore the little, short, straight cape, from Augustabernard, that is draped around the shoulders, in bright crimson over a printed chiffon dress, with large beige flowers on a crimson background, one of the few prints worn. This same little cape in sea-green was worn over a very pale green dress. These greens with a bluish cast seemed next in importance to white, though often the palest pink is seen. There were double- and triple-strand pearl necklaces; white and cream gloves, a few pale pink gloves, one or two in dark brown, and some black. The skirts all reach just below the ankle-bone. How pretty the women looked dancing the waltz, the real waltz, round and round, to the strains of the Blue Danube! It is amazing how much Paris has taken to waltzing lately.

• I noticed one or two long evening coats, lately—really long, sweeping the floor in back, bordered with fur. But they were the exception. One, from Patou, was almost as décolleté in back as the dress beneath it and all edged with mink. In general, though, it's a pretty furless season, the little plain short velvet jacket with cape effects being the rule, or else a cape only bordered with fur at the bottom, like Paquin's beautiful velvet cape-jacket that is fitted up around the neck by darts.

• Many scarfs, that are part of the dress itself, are caught and held with clips, beautiful brooches, or pendant brooches on one shoulder. Madame Martinez de Hoz wears an ivory satin dress from Vionnet, the satin all used on the bias. She takes a scarf of pale orange chiffon and fastens it to one shoulder with a diamond brooch. The scarf covers the neck in front and falls in two long points behind. This colouring is very becoming to her dark skin and hair.

• Taken all in all, prints are rare, though some charming ones have very large widely spaced flowers on a white or pale pink background. Molyneux's polka-dots are smart and new for evening. Mrs. Cole Porter wears one of these dresses in black and white.

• Really, one needed to be a polyglot, this spring in Paris, for, at the Théâtre Pigalle, Lotte Schöene and a marvellous Viennese cast sang Strauss' gay lilting music and Mozart's "Magic Flute" in German; at the Champs-Élysées, the Russian Opera Company sang "Sadko" in Russian, with Albert Coates conducting; and, at the Opéra, Lauri Volpi sang in Italian. Paris has had a marvellous season musically—recitals by Kreisler, Heifetz, Yehudi Menuhin, Cortot, and Thibaud, with Lotte Lehman at the Opéra for several

performances of Wagner and giving a splendid recital, as well. And, of course, the Toscanini concerts started everything off brilliantly. We should be grateful for such a season.

• Back to gloves again, which are very much in evidence; the longer the better. The Comtesse de Gaigneron wore gloves in a deep burnt-beige shade, and she wore a grey-and-pink printed chiffon dress from Augustabernard, with a little cape knotted on one shoulder, and pale pink crêpe de Chine slippers. Pale pink slippers are very smart with prints and with all the pale pink dresses.

• Make-up, too, seems to be undergoing a change; eyes glow more, cheeks are rosier. The whole effect is more natural; no strong contrasts of pale faces and vivid lips; rouges are pinker, and skins seem whiter. Women really use more make-up, but they look less made up, it is all so carefully blended.

Though one smart coiffeur says that many of his clients are cutting their hair again, in the evening, every one seems to have some softness low at the nape of the neck; not heavy curls, but one soft roll or a longer wavy bit with the ends curled up. The contour of the head is still marked distinctly, and there are more earrings; they balance beautifully with the lines of the coiffures. More women part their hair in the middle and have it curled quite high over the ears.

• Now that the weather is really warm, some very short sleeves are seen at lunch time. Generally, the wearers have little short bolero-jackets or coats that they slip on to go out. A pale green dress, with a short jacket of deeper green velveteen and a deep green straw hat, looked very smart the other day at the Ritz. Little shoulder capes serving as sleeves and long gloves to the elbow look really summery.

• At the Races, there were many light dresses with darker coats over them, and wide-brimmed hats—Vionnet's little suit with the beige jacket and darker skirt, which is such a success; Chanel's black-and-white print with the scalloped edges following the design of the print; Vionnet dresses in pale blue or in the pale mastic, almost white-beige, which she loves. Madame Martinez de Hoz wears one of these under a dark brown velveteen coat. Brimmed Reboux hats of milan with one long wavy side; Alphonsine's beret of supple visca, draped low over the neck; Maria Guy's shantung beret with the two seams in back; and Rose Valois's beret of supple white straw with the draped black crêpe de Chine bandeau—they are all stand-bys, and one sees them everywhere. Every one wears these little hats pushed well back off the forehead and very much to one side, almost as though they were hanging on the back of the head. It is amusing to watch a new arrival in Paris, day by day, and gradually see her hat slip back. The more hair, the more forehead you show, the better.

• Patou's navy-blue crêpe sokol dress, with the lovely lingerie vest and the bolero front, and the light-weight woollen one in navy-blue, with the notched white piqué collar and piqué bow pulled through one revers, are ubiquitous. So is the Lelong dress in printed flamenga, with the jacket front and the organdie frills. Everybody who has this dress looks very smart, and it is really extremely useful.

• The pump with the tiny bow, of plain kid, is what every one wears for day. Dark (Continued on page 100)



SWEPT INTO INSTANT VOGUE

This Utterly New Beauty Technique

A TOTALLY new technique in make-up—the latest word in beauty care, is Boncilla's answer to the modern cult of fresh, glowing natural beauty. Smart shops and better-class department stores report that the new Boncilla Mark-2 line of beauty aids has appealed instantly to smart, well-groomed women everywhere.

Not only in America but in Europe, the new Boncilla line is featured by such eminent beauty specialists as Andrelys in Paris and Emile in London.

Women whose natural loveliness has been marred by ugly blemishes, enlarged pores and annoying wrinkles now have the thrill of perfect complexion loveliness—clear and unblemished, wrinkle-free, smooth and velvety. Every one of these new Mark-2 products, from Clasmic Pack, which comes to you newly and de-

lightfully refined, to the new Boncilla Powder, made by secret formula, with a new and sensational ingredient, works to obtain the fresh, alluring beauty that the modern woman demands. Perhaps the most enchanting of all these beauty aids is the fluffy, iridescent new Foundation Cream. Not only does it smooth and whiten, closing pores and protecting skin against dirt and exposure; it also furnishes such a perfect make-up foundation that faces hold their "freshly-powdered" look for hours.

Ask for the Boncilla Mark-2 line at any of the best shops or the toilet counters of the better department stores. Any item may be purchased individually at from \$1.00 to \$3.50, or you may buy the complete ensemble. Look for the statuette pictured above—the guild mark of Boncilla's beauty specialists.

BONCILLA





© C.N.P.

A friend for your garden

Start out with a love of flowers . . . a few seed catalogues . . . and House & Garden's Second Book of Gardens . . . and watch the borders bloom! Keep the Book of Gardens on your gardening table, and the very smallest sweet pea seed can't go wrong with such a friendly hand to guide it.

There's a world of poetry in the Book of Gardens . . . and a world of practicality. It covers every subject in gardening from the first turning in of the loam and thinning of the seedlings to the final storing of the dahlia tubers.

It includes photographs of every type of garden for American and European tastes, and of every size to suit any purse . . . the rambling rock garden . . . the stately Moorish . . . the bordered lawn . . . the rose garden . . . gardens by the sea . . . gardens in the window box.

The Book of Gardens contains hints for the experienced and for the beginner . . . the culture of annuals and perennials . . . tables and plans . . . catalogues of garden books . . . addresses of landscape architects . . . a gardener's calendar for every day in the year . . . the high spots of House & Garden's gardening knowledge, the cream of recent House & Garden issues.

One trick turns that little green five dollar bill into a big green Book of Gardens . . . another bit of magic, and out pops a live green garden!

HOUSE & GARDEN'S Second Book of Gardens

224 pages

650 illustrations

\$5
net

The Condé Nast Publications, Inc.

Postage 20 cents

VANITY FAIR, Graybar Building, New York City

- ☐ For \$5.20 enclosed, send me one copy of House & Garden's Second Book of Gardens
- ☐ For \$5.20 enclosed, send me one copy of House & Garden's Book of Color Schemes
- ☐ For \$5.20 enclosed, send me one copy of House & Garden's Second Book of Interiors

Name _____

Address _____

City _____ State _____

V31 8-16-30

PARIS NOTES ON THE SEASON

(Continued from page 99)

shoes seem the rule, and the less obtrusive the better. Day gloves are nearly always black or white. Black looks chic with colours, and white is, of course, necessary with the black-and-white and navy-and-white ensembles. They may be as long as you like, and very wrinkled over the wrists. Day bags seem larger, squarer, with a top fastening or handle that one can grasp firmly.

• Paris is full of amazing contrasts. Where, but in Paris, would you go to the *vernissage* of an exhibition and find a bar in full swing with the entertainers from the *Grand Écart* and the *Bœuf* doing their stunts on a tiny platform? These dusky ladies, in long, shiny, satin evening dresses with lovely long, shiny brown legs, had a great success with the very correct old gentlemen who had never seen anything like it before and thoughtfully tugged at their beards and fingered their decorations, not knowing whether to be

pleased or shocked. The vista, through from the bar and dusky dancers to Dufy's golden nudes in the next room and Manet's marvellous painting, "The Musician," lent for the occasion by Chester Dale, and Monet's white, snowy harbour scene beyond, was really a contrast. This exhibition, held at the Georges Petit Galleries, included some very well-known Degas and Renoirs, as well, being a retrospective exhibition of the past one hundred years of French painting and including many moderns. The Delacroix and Corot exhibitions and the exposition of furniture, bibelots, and paintings of the *Epoque Romantique*, recently held at the Louvre, were a great success and show how much Paris is interested in everything of the romantic period.

All in all, Paris is very gay and pleased with itself. Even the wretched weather has not been able to quench its ardour nor dampen its new-found elegance.

THE RISING GENERATION

(Continued from page 38)

mother's frantic eye, the baby is so clever, no matter what he does! If he looks at the real bell—how intelligent of him to realize which bell is ringing. If he looks at the mute one—how brilliant of him to remember the spot and associate it with the former noise! Great things are to be discovered from these tests, but it is sometimes hard to decide whether a positive or negative reaction shows the greatest intelligence and precocity.

OFF TO SCHOOL

Scarcely has the child staggered its few stumping steps and indulged in that beguiling practice, sitting down very hard with no warning, but he is packed off to an infant day-school of the Dalton variety. All sorts of theories are put into practice at these academies of learning. The average room, with its large furniture, high ceilings, and pictures hung at an adult's eye-line, are held to be all wrong for a child in the formative age, which is now supposed to be between birth and about four years old. In consequence, tiny rooms are constructed for the infant students, with pictures hung about two feet from the base-board, miniature doors three or three and a half feet high, and replicas of grown-up furniture that are rather dreadful in their exact apéry. In these Lilliputian surroundings, one's offspring disports himself with his erudite contemporaries and learns something of life, liberty, and the pursuit of happiness—much as his mother did out with the chickens and the cornstalks on the farm, in days of her youth.

INFANT ENVIRONMENT

At home, the baby's environment must be just so. The decoration of his nursery, which might almost be called a laboratory, must not be too stimulating—yet stimulating enough. Peter Rabbit and the vague sweetnesses of Mother Goose dissipate his intellect and clog his brain. He must not be misled about Santa Claus or fooled about fairies. The truth, the whole

truth, and nothing but the truth is stuffed down his little throat in large doses. His toys must be instructive, not merely amusing.

For instance, there are toys, resembling instruments of torture, the complex strings of which teach him how to tie his shoes. Toys with buttons and buttonholes teach him an important function relative to his overcoat. Little flights of stairs, like stiles, teach a New York child the mysteries of climbing and descending steps, which he might otherwise never experience in a benighted city full of nothing but lifts.

DÉCOR AND DEPORTMENT

As for the décor of the nursery, it is very, very interesting. Pictures designed to awaken thought in the infant intellect vie with cribs presenting a problem as to how to get in. In general, the furniture is, in the immortal words of Edward Gibbon, apropos of something quite different, designed more for use than for ostentation. Sometimes, the nursery is dynamically designed in a modernistic conception. One can hardly wait for the infant generation to grow up and show us what effect the silver and the cubistic angles have upon one reared in their exciting atmosphere. Again, the nursery may be filled with genuine antiques of microscopic size—little Early American tables, Queen Anne chairs, or Georgian cribs. Furniture in the nurseries of an earlier generation was of a less glorious, though no less genuine antiquity.

Sometimes one wonders how, in this introspective day and age, any one dares have a baby at all. In the old days, if one's child was a little—how shall we say—slow, one could disguise it behind a mask of words like "modest," "bashful," and "shy." But today, he and his complexes are an open book to any one with the knowledge and inclination to read.

But no such doubt seems to disturb the great maternal urge. The globe keeps on whirling, tempus keeps on fugitting, and the world keeps on overpopulating.



A CHILD'S LIFE IN PARIS

(Continued from page 41)

lastly, that Marindaz is the typical French house for smart diminutive dresses, with beautiful hand-work, in a large choice of materials and colours. Fine Angora woollens made by Erès are found at Colinette, boulevard Haussmann.

For babies' shoes, go to Legendre, rue des Petits-Champs, and, for children's shoes, to Old England or Les Enfants du Ranelagh, rue de Passy.

Little girls, as a rule, wear cotton or toile de soie smocks, pleated flannel skirts and jumpers to match, double-breasted plain tweed or navy-blue brass-buttoned coats, a navy-blue cap to match, or a plain felt hat from Old England or ordered to their head size at Motsch, avenue George-V.

Little boys have tweed or flannel pants, silk or cotton shirts, woollen jumpers, and stockings up to the knee; long navy-blue trousers for best; Eton suits for great parties; a standard tailored tweed or navy-blue coat; and a cap to match or a *béret basque*. The great difficulty in Paris is that not one shop has every child's article in stock.

THE BEGINNING OF WISDOM

When a child, boy or girl, reaches the age of five (six is the limit), French parents think he or she should be taught to read. If the family lives in the country, the village school-teacher is often asked to stop every day at the château to begin baby's education. The French, though they now give much attention to the physical development of their children, still have a strong belief in intellectual culture. Any boy of about fifteen or sixteen years of age must pass his *baccalauréat* examination, which opens the way to the big schools—the Centrale or the Polytechnique, to be an engineer; to Saint-Cyr, to be an officer; to the Normale, to be a professor; or to the Sorbonne for University degrees. Girls are now educated in the same way and also try for the *baccalauréat*. Programs are heavy, and both parents and teachers complain of their difficulty. But the French child must follow the standard of his generation, and families who consider sports, health, and intellectual development with equal interest find the problem far from easy.

Once upon a time, each family engaged a tutor (often a priest), to act as a private teacher for the little boy, and a governess for the little girl, and they seldom, if ever, sent their children to school. Now, the whole system is changed. The school companionship that brings children of different classes together is considered an excellent and important preparation for life. The Princesse de Bourbon-Parme, a member of the royal family of Denmark, who lives in Paris, sends her little boy to the *lycée*, and most wise mothers do exactly the same. The *lycée*, though a government school, is not free, as are the public schools in America, but requires a tuition fee. The best *lycées* are the Condorcet, Henri IV., Janson-de-Sailly, and Louis-le-Grand. In the seventeenth century, the last named was kept by the Jesuits, and, Louis XIV. having praised the establishment, the priests decided to name the school after the great king. Molière and Voltaire, among the best French writers, were pupils there. The *lycées* do not consider sports at all. Children are *externes* (day scholars), if they only follow the classes and prepare their lessons at home; *demi-pensionnaires* (half-boarders), if they spend the day; and *pensionnaires*, if they live continually at school. There is no uni-

form, and boys dress as the parents wish.

Many boys, however, are still sent to private religious schools, such as Stanislas, Sainte-Croix, or Franklin, where they wear a uniform—dark grey trousers, navy-blue jacket with brass buttons, and navy-blue cap. Gerson, a religious school, takes its pupils to the classes of the Janson-de-Sailly *lycée*, in the neighbourhood, and brings them back to the school for their studies in the afternoon. As a rule, religious establishments give time to walks and gymnastics, but they do not consider actual sports. Sainte-Genève, kept by the Jesuits, at Versailles, prepares its pupils for the high schools.

Happily, a strong organization, the "French Scouts," helps to develop, not the boy's literary knowledge, for which so much is already done, but his will, character, courage, health, and muscles. Nearly all of our little boys join the Scouts on Sundays and follow them in the country. From seven to twelve years old, they are called *louveteaux*, or baby wolves. They follow rules and keep pledges, according to their ages, and, grouped six by six, learn to obey the orders of an older scout. They wear green jerseys and blue knickers. They have to undergo a great many years of training before calling themselves real "Scouts," but their physical ability and practical knowledge are often a subject of bewilderment to grown-ups.

Delicate boys who can not be educated in Paris are sent to private country schools. The best known are: Les Roches, near Verneuil, where there is a big dormitory, and captains are chosen among the older pupils; and Le Collège de Normandie, near Rouen, with private rooms. Here, there are tennis-courts and swimming pools, and boys are brought up very much like English boys.

Very often, small boys under twelve are sent to private preparatory schools. One of the best is the Cours Hattemer, rue Clapeyron. Also, the École Fénelon, rue de Naples, which prepares especially for the Lycée Condorcet. The École Sainte-Marie and Cours Saint-Louis, rue de Monceau, are also good preparatory schools. A good institute in Passy is Madame de Tannenberg's, rue de La Tour. The Duchesse de Mouchy's little boy goes there; he works all the morning, comes home for lunch, goes back to school at half-past one, goes out with the other boys, plays at games, visits a museum once or twice a week, then studies with the boys in the study hall.

FEMININE TUITION

Little girls are very seldom sent to girls' *lycées*. They follow classes in private schools every day, or only once a week. The Cours Parizot, rue Samain, is as famous for girls as the Cours Hattemer for boys and is run on the same lines. The Cours Dupanloup at Boulogne-sur-Seine, near Paris, and the Cours Lafayette, at Neuilly, have big gardens. Many smart little girls go to the Externat de l'Assomption, rue de Lubeck; the daughters of the Princesse Philippe de Caraman Chimay love this school. They don't mind, at all, the navy-blue uniform, but the black stockings and blue cotton gloves worry them just a little. The Cours Fénelon, the Institut de la Madeleine, and Cours Victor-Hugo also are well known.

Music lessons are a great complication. Mademoiselle Lefebure, the brilliant pupil of Cortot, is an excellent piano teacher, and Madame Carmen Forté, rue Vignon, trains a great many of our (Continued on page 102)

Pinehurst hats



fit like a glove

"Stanwyck," a new Pinehurst Hat, achieves captivating smartness through the graceful draping lines of the new "hollow" cushion brim.

Fashioned in the famous Swansdown Fur Felt or Soleil "Stanwyck," like all Pinehurst Hats, is made in 13 headsizes, 6½ to 8... in the color of your choice.

Seven-fifty to Fifteen Dollars

Pinehurst hats are featured by
leading stores in most principal cities

J. BLOOMFIELD CO., NEW YORK
101 West 37th Street

thirteen headsizes



© C.N.P.

Freshen Your House

with House & Garden's
Second Book of Interiors

You carry a mirror-compact in your purse, don't you? You peep at yourself in it . . . powder your nose . . . tuck in a curl . . . of course!

How long is it since you've done that little critical service for your house? Would a caller see how shabby your comfortable couch is? . . . that your curtains are not-so-bright? . . . that your wallpaper is outmoded? Has your house's nose gone a bit shiny without your noticing it?

House & Garden's Second Book of Interiors will show you what needs to be done, and how to do it with the least possible expense and the minimum of mistakes.

700 pictures of interiors that cost thousands, yours to study, free . . . tables of color-schemes . . . an outline of period furniture . . . addresses of the foremost decorators . . . a catalogue of reference books . . . a list of brochures issued by manufacturers of household equipment . . . the "how-to" sort of thing in all house problems . . . the cream of House & Garden skimmed off six years of publishing. And all for only \$5 . . . less than the cost of refinishing a single chair.

House & Garden's

Second Book of Interiors

\$5, net

220 pages at fine bookstores 700 pictures

THE CONDÉ NAST PUBLICATIONS, INC.

Graybar Building, New York City

- ☐ For \$5.20 inclosed, send me 1 copy of Second Book of Interiors.
- ☐ For \$5.20 inclosed, send me 1 copy of Second Book of Gardens.
- ☐ For \$5.20 inclosed, send me 1 copy of Book of Color Schemes.

Name _____

Address _____

City _____ State _____ VM 8-16-30

A CHILD'S LIFE IN PARIS

(Continued from page 101)

little friends to the mystery of the *violon*. She gave a recital this winter, at which the Duchesse de La Rochefoucauld's eldest little boy was very much applauded. Delightful short concerts prepared by Madame Marty-Zipelius, helped by the well-known composer, Monsieur Roland Manuel, are offered to children at the Vieux Colombier on Thursday afternoons. They last one hour; fifteen minutes are devoted to an amusing motion-picture, and a few minutes to Monsieur Roland Manuel's explanations. Not only the best artists and composers, but often a talented child himself will come and open the soft, tiny ears of this small public to the ecstasy of music.

Dancing lessons are the delight of our little girls' lives. You should watch them learning the classic steps at Madame Hugon's school or at the private dancing lessons organized by Madame Lebaudy and taught by Mademoiselle Meunier, from the Paris Opéra. Other little girls learn modern dances, at Baraduc-Labarta, rue de Ponthieu, and rhythmic dancing from Madame Irène Popard, rue de Naples, or at the Dalcroze Institute, rue de Vaugirard. Gymnastics are beautifully taught by Monsieur Hébert, rue Bénouville, and modern dancing, as well as gymnastics, at the Education Physique et Sportive, rue de la Pompe. The little daughter of Madame de Gournay learns rhythmic gymnastics and dancing at private classes with Madame Desprez, rue de la Faisanderie, and the Comtesse Pecci-Blunt has organized at her house charming dancing lessons for her children and their friends. Miss Marshall shows them the way to modern dance under the English principles, and Mrs. Brabley comes every month from London to survey the children's harmony of carriage and movements.

Boys and girls learn how to play tennis and golf at their parents' clubs—at the Tir aux Pigeons, at the Polo in the Bois de Boulogne, at the Golfers' Club in Paris, or at the Golf Club

at Saint Cloud—and how to ride at the Manège Pellier, in the Jardin d'Acclimatation, or at Neuilly, with Monsieur Macaire, once equerry at the cavalry school in Saumur and now manager at the Polo. Many boys and girls who spend the winter in the country follow the hunts and love them as their parents do.

We find it very difficult to keep our children in Paris through the whole winter season. They grow too fast; they soon look white and pinched. If we have to send them to the mountains, there are Caux, Saint Moritz, or Gstaad in Switzerland; Mégève or Font-Romeux in France; and a wonderful place called l'Adret has been prepared for children at Villard de Lans at an altitude of ten hundred and eighty meters and not very far from Grenoble in the Alps. Both Madame André Maurois, the wife of the well-known writer, and the Duchesse Decazes told me how brilliant and rosy their children were when they came home after a sojourn in this excellent house.

Children are sent, at Easter as well as in summer, to the seaside and the country for rest-cures. Arcachon and Moulleau on the Atlantic coast are wonderful and warm. Le Touquet, on the north coast, is very bracing. La Bourboule's cure is good for adenoids, and Mont-Dore for asthma.

Still, there is one thing that we have not yet mentioned, one that, in French mothers' minds, is of greatest importance—the religious education. Every Catholic child has to go to the *catéchisme*, hear the lovely story of his faith and religion, and then do his first communion. On that greatest of great days, little girls are dressed in long white muslin frocks with white veils on their heads. Boys wear the Eton suit with long white trousers. Friends bring gifts and are asked to the family party. It is a great occasion indeed, and very touching. Beautiful old customs are not altogether gone in France.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



**CROWN
LAVENDER
SMELLING
SALTS**

At home, at the theatre, while shopping or traveling, or if you find yourself in stuffy rooms or crowded places, the pungent fragrance of Crown Lavender Smelling Salts clears the brain, steadies the nerves, and counteracts faintness and weariness. It is invigorating, highly refreshing—always a delight and a comfort. Two sizes sold everywhere. Schieffelin & Co., Sole Agents, U. S. A., 16-26 Cooper Square, New York City.

FERMO-DERM
the six-fold beauty mask
*only for the woman
who can afford the
finest beauty prepa-
ration ever created*

IF YOU are such a woman—then Fermo-Derm is for you. Fermo-Derm is expensive—justly so! Rich in rare ingredients. Creamily fragrant, unbelievably smooth. Containing a benign solvent which dissolves pore obstructions and old dead cuticle . . . leaving the tissues firm, your skin glowingly transparent as you have never seen it before. The cost? 25.00 in sufficient quantity for eight treatments. And were the price much higher you would pay as eagerly, having once experienced the revelation of Fermo-Derm!

Call, send or telephone Plaza 4077

CASNATI, Inc.
(A Derm-Esthetic Institute)
75 East 55th Street, New York

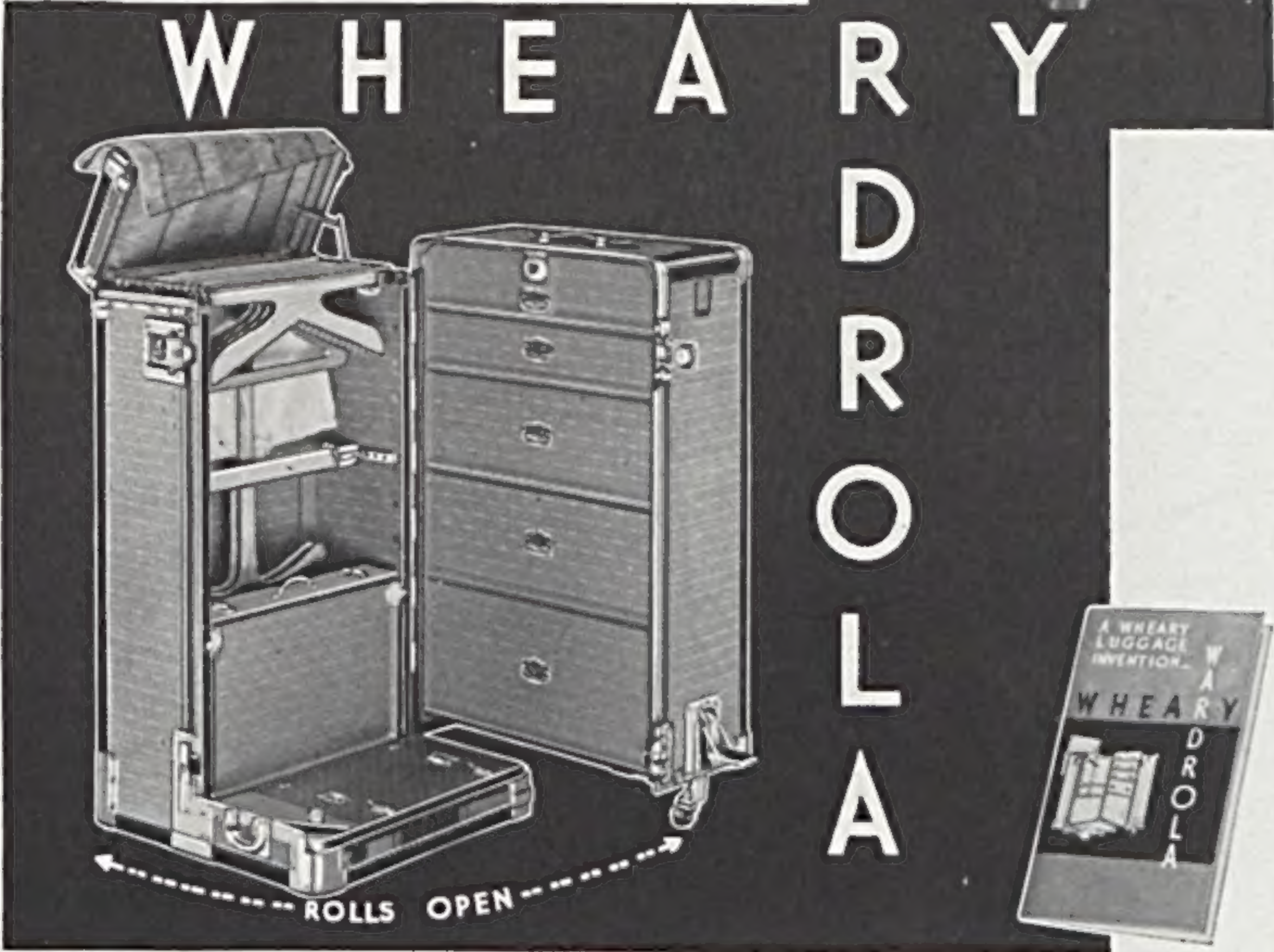


Prices of
Vogue Patterns

5357	\$.75
535875
535975
536075
536175
536275
536350
536475
536550
536650
536725
536875
536975
537025
537150
537275
537350
537425
537550
537625
537750
537850
308225
308350
308450
308525
308659
308725
308850
308950
309050
S3444	1.00
S3445	1.00
S3446	1.00
S3447	1.00
S3448	1.00

a new
**LUGGAGE
INVENTION**

Originated by GEO. H. WHEARY



HERE is the most practical improvement ever made in wardrobe trunks. Geo. H. Wheary's master invention, Wardrola, is amazingly easy to open and close—it "rolls open"—at a touch of the hand. Women, especially appreciate this invention. Wardrola possesses superior features of strength, security and packing convenience. A "Cushioned Top" prevents wrinkling of clothing on hangers. Fashioned in various authentic color-stylings, priced from \$50 to \$225, at leading department stores and luggage shops. Be sure to see Wardrola . . . famously known as "America's Finest Wardrobe Trunk".

A HELPFUL BOOKLET
describing *Wheary Modernized Luggage Inventions*, sent upon request, by
Wheary Trunk Co.
1517 16th Street
Racine Wisconsin
295 Fifth Avenue
New York, N. Y.

**MARKET ANALYSIS
FOR THE GENERAL INVESTOR**

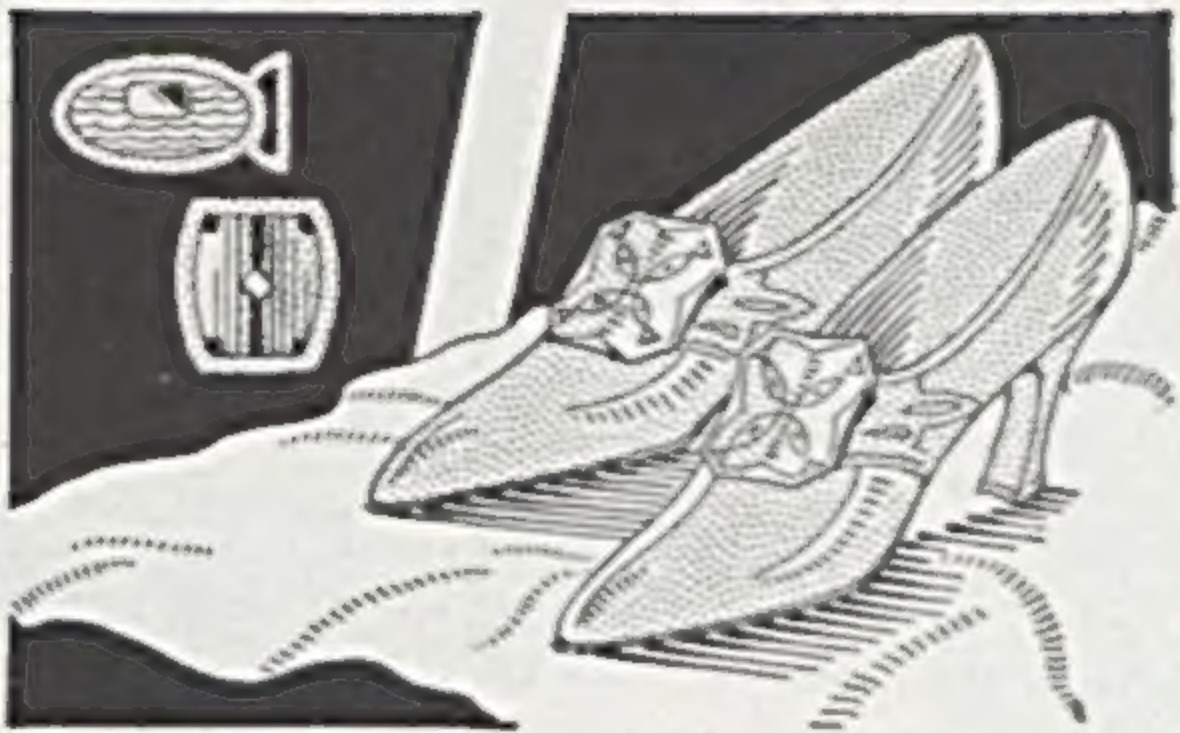
An increasing number of general investors avail themselves of market analysis services as precaution against the dangers of "blind" buying and selling. These services furnish their subscribers with frequent reports covering the current market situation. They also issue reports on individual securities—though they do not give specific advice in the form of "tips". There are also various bulletin services on market news and general economic conditions issued by banking firms and brokerage houses to their clients. For your convenience, we are listing some of the better-known services offered to the public on a subscription basis by firms specializing in market analysis:

- BABSON INSTITUTE SERVICE
- BROOKMIRE'S ECONOMIC SERVICE
- MOODY'S INVESTOR'S SERVICE
- STANDARD STATISTICS SERVICE
- ALEXANDER HAMILTON INSTITUTE SERVICE

Write to us for information on these services.

**FINANCIAL DEPARTMENT
THE CONDÉ NAST PUBLICATIONS**

1928 Graybar Building • Lexington at 43rd • New York City



They can never
TARNISH
if kept in
STAYBRITE TISSUE

SILVER slippers. Gold slippers. How many times have they been put in the discard before their day! Worn only once or twice. Soles perfect. Heels perfect. Shape as good as new. But so discolored by **TARNISH** that they could not be worn. No need now for such premature obsolescence. Just keep them wrapped in Staybrite No-Tarnish Tissue. They'll stay as bright as the day you bought them until they have served their time. This patented, chemically treated tissue is now available in the stationery department of all the better department stores. Twenty-four sheets rolled in a tube for 50¢. Or if your dealer is not stocked, write us for special forty-eight sheet package, price \$1.00 prepaid. The perfect tarnish insurance for silverware.

**STAYBRITE
NO-TARNISH TISSUE**


C. H. DEXTER & SONS, Inc.
Department E-2
WINDSOR LOCKS -:- CONNECTICUT
Paper makers since 1835



DOCTORS PREFER LIQUIDS FOR THOROUGH CLEANSING

NOTABLE WOMEN WHO CLEANS WITH AMBROSIA

MISS MARILYN MILLER, who buys Ambrosia
in New York and Hollywood
MRS. ALFRED A. KNOPF,
who buys Ambrosia in New York
MISS ADELE ASTAIRE,
who buys Ambrosia in New York
MISS HELEN MORGAN,
who buys Ambrosia in New York
MISS ANITA LOOS,
who buys Ambrosia in New York
MRS. DAVID R. FORGAN, JR.,
who buys Ambrosia in Chicago
MRS. MARJORIE LETTS,
who buys Ambrosia in Chicago
MISS RUTH KRESGE,
who buys Ambrosia in Detroit
MRS. FRANK P. BOOK,
who buys Ambrosia in Detroit
MISS CLARA BOLLING,
who buys Ambrosia in Washington

Copyright 1930 Pinze Ambrosia, Inc.



Ordinary Cleansing: note embedded dirt, coarsening skin...enlarging pores.



Pore-Deep Cleansing: no dirt left to make large pores. Skin gets fine again.

TO CLEANS YOUR TYPE OF SKIN

normal skin:

Saturate absorbent cotton with Ambrosia. Wipe over face and neck, repeating until fresh cotton does not show soil. Then pour a little Ambrosia in the hand and pat over the face. Continue patting till dry to help skin absorb softening oils.

dry skin:

Cleanse as for normal skin. At night give dry skin added lubrication it needs by stroking on a softening cream. Soon skin becomes less dry. Then cleansing as for normal skin will keep it soft.

oily skin:

Cleanse oily skin frequently during the day with Ambrosia so clean pores can function normally. Rinse with cool water after each cleansing to stimulate circulation and remove surplus oil.

\$25 visit to a skin specialist

(Actual transcript of conversation between New York woman and leading skin specialist, July 15, 1930)

Mrs. A. . . . Doctor, what shall I do? My skin is getting terribly coarse, and some of the pores are so clogged they look like tiny black dots on my face.

Doctor. . . Let me see. Yes, just as I thought. The excretions from the oil glands have become inspissated, that is to say, hardened, in the pores. The greasy kind of dirt that's in the air today sticks to these impurities. Thus you get blackheads.

Mrs. A. . . . You mean my face is *dirty*?

Doctor. . . Yes, that's just what I mean. You're only one of thousands of women today who rarely get their faces clean. You've probably used a superficial method of cleansing that doesn't remove modern dirt. The result is blackheads, open pores, and a dull, sluggish complexion.

Mrs. A. . . . But how shall I keep my face clean?

Doctor. . . The best way to remove greasy dirt is with a liquid. Pour the liquid on cotton and wipe gently over your face and neck. Go over your face again with a fresh piece until no more dirt comes off on the cotton. Give your face this thorough cleansing with a liquid at least once a day.

Mrs. A. . . . Will that keep the pores small?

Doctor. . . Yes, unless there is a systemic condition. If blackheads recur, look after your diet. Eat less sweets, get plenty of exercise; stay out in the open air.

KEEP FACE CLEAN THIS WAY

If you have blackheads at all, or if your face sometimes feels that it isn't quite clean, try Ambrosia at once. This new liquid instantly cleanses pore-deep, leaves the face feeling cool, clean, refreshed. Fine texture and clear, natural color are restored with the regular use of Ambrosia. Write

now for generous free sample. Dept. 9-A, 114 Fifth Avenue, N.Y. C. Dept. 9-A, 69 York Street, Toronto, Can.

4 oz. \$1.00 8 oz. \$1.75 16 oz. \$3.00



AMBRŌSIA
the pore-deep cleanser

THE CONDÉ NAST PRESS GREENWICH, CONN.



W. C. C. and Barclay

P

REFERENCE of motorists for Body by Fisher is the result of an appreciation of the finer quality and craftsmanship which have grown out of a quarter-century of body building. Extra values in Fisher Bodies include such features as Fisher wood-and-steel type of construction, unrivalled for durability and quietness; more costly upholstery comparable to that used in finest furniture, and fittings as tastefully fashioned as period silverware. In addition, such exclusive features as the Fisher adjustable driver's seat, Protectalok door handles and the Fisher non-glare vision and ventilating windshield assure utmost comfort, convenience and safety. You do not need to sacrifice body quality in the car you buy, because in every price field these extra values are offered in General Motors cars—the only cars with Body by Fisher.

LOOK TO THE BODY



GENERAL MOTORS

IS THIS YOU FIVE YEARS FROM NOW?

When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.



"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

